

Uganda Martyrs University
Institute of Languages and Communication Studies
BA in Journalism and Mass Communication
BJMC 2103 Communication theory,
Year 2 End of semester one examination

Date: 20th January 2022

Time: 3 hours

Instructions

Read the questions carefully before you attempt to answer any question.

Read through your answers to correct any possible grammatical or structural errors you may have made because these will affect your grade.

Write a new question on a fresh page.

Poor handwriting may lead to loss of marks.

Answer three questions in all: Section A is compulsory

SECTION A is compulsory

(40 Marks)

Qn. 1

- (a) Define Communication Theory. Discuss the components of a good theory. (5 Marks)
- (b) Explain the reasons why you think it is important to study communication theories. (10 Marks).
- (c) With examples, discuss the normative theories of the press. (25 Marks)

SECTION B:
choose two questions from this section

Qn. 2

- (a) "Media are extensions of human sense organs" with examples, explain the relevance of the above statement according to the theory of media ecology. **(10 Marks)**
- (b) With examples, discuss the relevance of Uses and gratification theory in your daily life. **(20 Marks)**

Qn.3

- (a) Briefly explain the magic bullet theory. **(12 Marks)**
- (b) Explain the various ways in which the magic bullet theory has been used in Uganda to control the rapid spreading of Covid 19. **(18 Marks)**

Qn. 4

- (a) "Media have the power to instill habits into the people" using the cultivation theory, discuss the relevance of the above statement **(15 Marks)**
- (b) Discuss the contribution of George Gerbner towards mass communication studies in the world. **(15 Marks)**

Qn. 5

Write short notes about each of the communication theorists below;

- (a) Marshal McLuhan. **(10 Marks)**
- (b) Leon Festinger. **(10 Marks)**
- (c) Everett Rogers. **(10 marks)**