



**KARATINA UNIVERSITY**  
**UNIVERSITY EXAMINATIONS.**  
**FOURTH YEAR, FIRST SEMESTER EXAMINATION**  
**2023/2024 ACADEMIC YEAR**

**FOR THE DEGREE OF:**  
**BACHELOR OF SCIENCE IN COMMUNICATION**  
**AND PUBLIC RELATIONS**

**COURSE CODE: CCM 400**

**COURSE TITLE: COMMUNICATION THEORIES**

**DATE: 14<sup>TH</sup> DECEMBER, 2023    TIME: 8.00AM-10.00AM**

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**INSTRUCTIONS TO THE CANDIDATES**

**See Inside**

## CCM 400: COMMUNICATION THEORIES

### Answer Four Questions: Question One is Compulsory

1).The world has become global in that there are many influencers who control the world directly or indirectly and both traditional and Social Media networks have made this possible .Politicians can communicate with global audience and health communicators in medical training schools, hospitals and online health teachers have access to many publics. For example, during COVID-19, we saw the communicators in practice.

a) Using relevant examples, discuss their core elements and demonstrate the application of the theories below in the 21<sup>st</sup> Century:

- i. Social Judgment Theory
- ii. Elaboration Likelihood Model and
- iii. Cognitive Dissonance theory (9 marks).

b) As a Communication and Public relations practitioner, discuss the elements of the communication process and explain how you can apply theories in all stages

(10 marks).

c)Demonstrate how one can use the theories below when communicating with diverse audience: (6marks).

- i. Communication of Identity theory
- ii. Narrative theory

2) As one of Kenya's cabinet secretaries, the government has sent you to Israel to carry out benchmarking activities on how to improve agriculture and use of technology to mitigate climate change.

a) Giving relevant examples, discuss the relevance of the theories below and demonstrate how you can use them in the intercultural setting in Israel (9 marks).

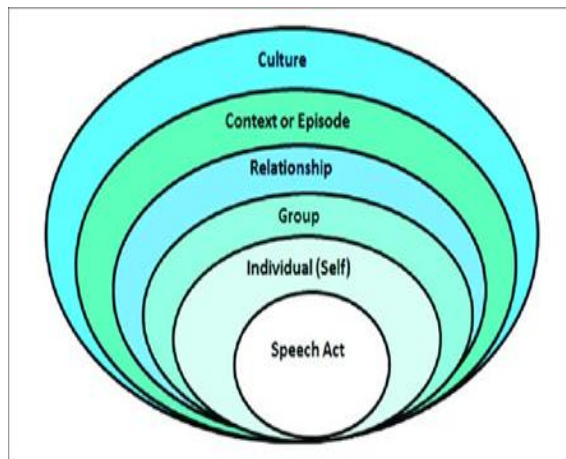
- i. Communication Accommodation theory
- ii. Face Negotiation theory
- iii. Uncertainty Reduction Theory

b) Naivas Supermarket has been trying to grow her brand and to fill the gaps of the collapsed retail giants such as Uchumi Supermarket, Tuskys and Nakumatt. Demonstrate the application of Situational Theory(6marks).

3) According to Blumer, there are three core premises of symbolic interactionism deal with meaning, language, and thinking.

a) Using relevant examples, demonstrate your understanding of the three concepts and explain the application of this theory in everyday communication (9 marks).

b). Giving relevant examples, explain the reasons why Pearce and Cronen claim that Coordinated Management of Meaning (CMM) is a practical theory. Use the image below to assist you to answer this question. (6 marks).



4)The 21<sup>st</sup> Century has experienced tremendous growth in technological innovations that have changed the communication landscape as people knew it in the last centuries.

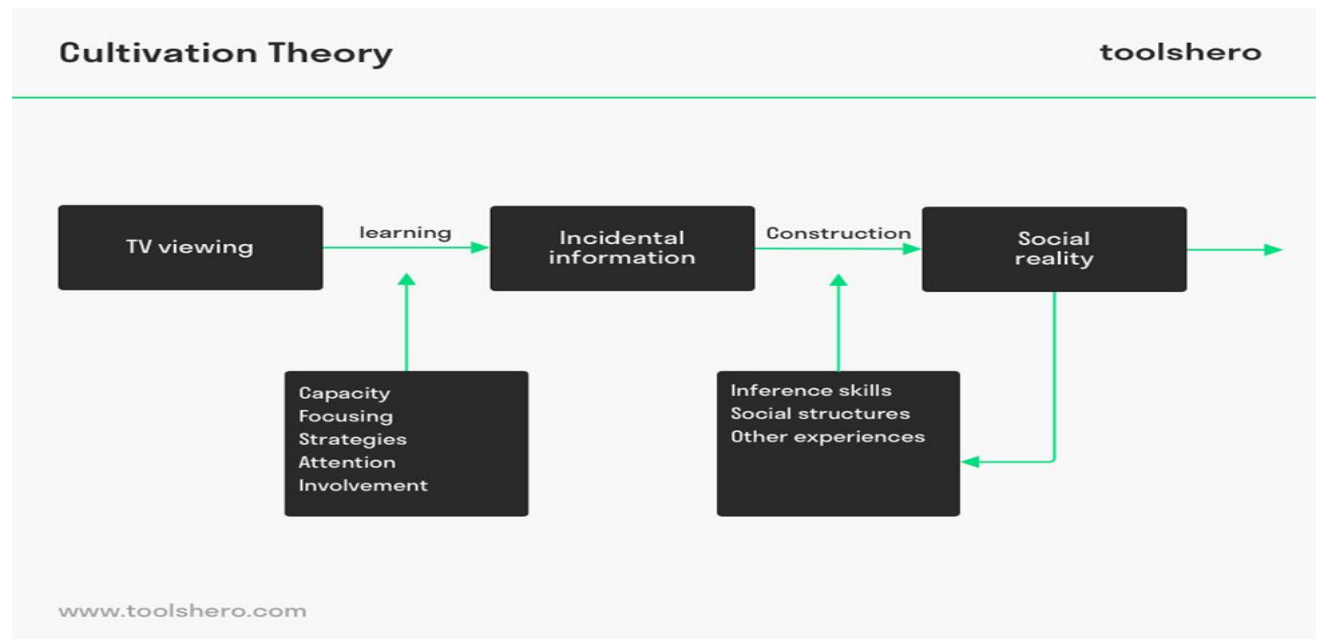
a) Demonstrate the application of the following theories in 21<sup>st</sup> century: (9 marks).

- a) Technological determinism theory

b) The Medium theory

c) Agenda setting theory

b) Use the figure below to discuss the main concept of Cultivation theory and demonstrate the theory's application today (6 marks).

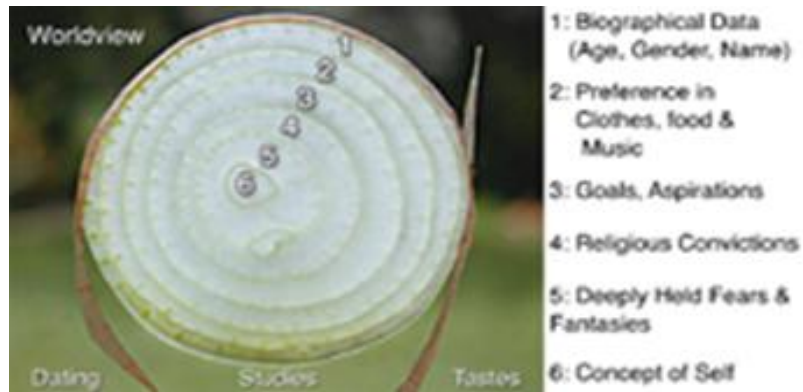


5) Britam Insurance company, Safaricom and East African Breweries have one thing in common. This is the way they relate with their publics.

a). Using relevant examples, demonstrate the application of the following theories in relationship development:

- i. Social exchange theory
- ii. Systems theory
- iii. Group Think theory (9 marks).

b) Demystify the onion metaphor graphically represented in the image below to explain relationship development (6 marks).



6).The three Critical theories listed below are as relevant as they were when the proponents created them. These are:

- i. Muted Group theory
- ii. Spiral of Silence
- iii. Standpoint theory

a) Discuss the assumptions of each of the theories above (9 marks).

b) Using relevant examples, discuss their applications in communication today (6 marks).