



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2012/2013

### SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN COMMUNICATION & MEDIA TECHNOLOGY WITH INFORMATION TECHNOLOGY (MAIN CAMPUS)

#### AMT 202: THEORIES OF COMMUNICATION

*Date: 8<sup>th</sup> April, 2013*

*Time: 2.30 – 4.30 p.m.*

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#### INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.



**AMT 202: THEORIES OF COMMUNICATION**

Answer questions ONE and any other TWO. Duration: 2hours

1. Normative theories of the press are a reflection of types of governments the press is operating. Discuss. (30marks)
2. Describe development media theory and how it has been applied in Kenya.(20marks)
3. (a) Differentiate between models and theories of communication(6marks)  
(b) Explain the functions of models of communication (7marks)  
(c) Explain the functions of communication theories (7marks)
4. Define cultivation analysis theory and how it explains media effects on the audience. (20marks)
5. (a) Define agenda setting theory(5marks)  
(b) With examples explain the techniques the press uses to set agenda (15marks)