

MOI UNIVERSITY
SCHOOL OF HUMAN RESOURCE DEVELOPMENT
DEPARTMENT OF COMMUNICATION STUDIES
4TH YEAR 1ST SEMESTER EXAMINATIONS 2015/2016 ACADEMIC YEAR
COURSE CODE: CMM 400
COURSE TITLE: COMMUNICATION THEORIES

ANSWER FOUR QUESTIONS. QUESTION ONE IS COMPULSORY-3 HOURS

- ✗ You have just opened a new company that seeks to encourage farmers to use mobile phones to improve farm management and productivity by employing various mobile applications.
- a. What steps are you likely to follow in order to get the farmers adopt your new ideas?
 - b. What factors are likely to affect the farmers' adoption of mobile phone based farm management and production?
 - c. How would the communication accommodation and adaptation theory be relevant in this context?
2. Using relevant examples, show how one can use Interactional Theory to study both family and organizational communication. (15 marks).
- ✗ How is the Framing theory important to you in terms of communication, public relations or journalism practice? (15 Marks)
- ✗ With the help of examples, explain the main differences between "Media Uses and Gratification" theory and "Cognitive Dissonance" theory.
5. With close reference to the basic goals of theorization, discuss why the study of theories in general, and communication theories in particular, is important to you?
- ✗ Distinguish between Aristotle's Rhetorical tradition and Confucian Relational tradition with regard to human communication.