



MASEÑO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF ARTS IN
COMMUNICATION AND MEDIA
(CITY CAMPUS)

**ACM 801: ADVANCED COMMUNICATION
THEORIES**

Date: 30th July, 2013

Time: 2.00 – 5.00 p.m.

INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.

1st year 1st semester

City Campus

DEPARTMENT OF COMMUNICATION AND MEDIA TECHNOLOGY

ACM 801: ADVANCED COMMUNICATION THEORIES

Answer question ONE and any other TWO questions. Duration: 3hours

1. Media has effect on audience behaviour. Using relevant theories explain this statement.(30marks)
2. With examples explain how authoritarian theory of the press has been used to manage the press in some parts of the world.(15marks)
3. Individuals use mass media to achieve their motives. Discuss(15marks)
4. Choose any one theory on interpersonal communication and explain its understanding? of human relations. (15marks)
5. Mass media work simultaneously with majority public opinion to silence the minority views. With the support of relevant theory (ies) discuss. (15marks)