



GRETSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
JANUARY - APRIL 2021 SEMESTER**

**CERTIFICATE IN JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: CJMC 005

COURSE TITLE: MASS COMMUNICATION THEORIES

DATE: 06 MAY 2021

TIME: 11:30 AM - 2:30 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

QUESTION ONE

- a) Explore the term theories as used in media [5 Marks]
- b) Evaluate five significance of authoritarian theory [5 Marks]
- c) Describe shortly magic bullet theory in journalistic terms [5 Marks]
- d) Asses five impacts of media amalgamation and assemblance in Kenya [10 Marks]
- e) Extract out advantages of libertarian theory in Kenyan society [5 Marks]

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) Using examples, discuss the impacts of agenda setting theory in media [15 Marks]
- b) Point out the weaknesses in Agenda setting [5 Marks]

QUESTION THREE

- a) What do you understand by hypodermic theory [5 Marks]
- b) Give out importance of theories in the media as a career [15 Marks]

QUESTION FOUR

- a) Distinguish between magic bullet and hypodermic theory [15 Marks]
- b) Asses media gagging in Kenyan environment using examples [5 Marks]

QUESTION FIVE

- a) Explore the state of freedom of speech in media houses [5 Marks]
- b) State the sources of the organizational theory in media [10 Marks]