



**DEPARTMENT OF COMMUNICATION, LANGUAGES AND LISNGUISTICS**

**DEPARTMENT OF COMMUNICATION, LANGUAGES AND LINGUISTICS**

**END OF SEMESTER EXAMINATION**

**MAY–AUGUST TRIMESTER 2026**

**Course Code: DCM 100**

**Course Title: Theories of Mass Communication**

**Level: Diploma -Online**

**Time: 2 Hours**

**Instructor: Dr. Caleb O. Ratemo**

**INSTRUCTIONS**

1. Question 1 is compulsory.
2. Answer ANY TWO (2) questions from Section B.
3. Write clearly and support your answers with relevant examples where applicable.

**SECTION A**

**QUESTION 1 (COMPULSORY) – 10 MARKS**

- i. Discuss five ways in which mass communication theories are useful to media practitioners in their daily work. (5 marks)
- ii. Explain three ways in which mass communication theories are applied in media organizations. (3 marks)
- iii. With the aid of the Uses and Gratifications Theory, give two reasons why people use social media platforms. (2 marks)

**SECTION B: ANSWER ANY THREE (3) QUESTIONS – 30 MARKS**

**QUESTION 2 – 10 MARKS**

A radio station in Kenya launches a campaign encouraging youth to register for national ID cards and participate in elections. Using any five (5) mass communication theories, explain how such a campaign can influence young people's attitudes and behavior.

### **QUESTION 3 – 10 MARKS**

A new farming technology is introduced in rural areas of Kenya, but only some farmers adopt it while others ignore it.

Using Diffusion of Innovations Theory, explain:

- How farmers may learn about the innovation (2marks)
- The stages they go through before adopting it (6marks)
- Reasons why some may reject it (2marks)

### **QUESTION 4 – 10 MARKS**

Explain Five ways in which social media platforms have changed how people receive news today. In your answer, refer to any two mass communication theories you have studied.

### **QUESTION 5 – 10 MARKS**

During a political debate in a village meeting, a young person chooses not to speak because most people support a different opinion.

Using the Spiral of Silence Theory, explain:

- Why the young person remained silent (2mks)
- How media or public opinion may influence such behavior (6mks)
- Whether this theory is still relevant today (2mks)