



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER -2022

**EXAMINATION FOR THE DEGREE OF BACHELOR OF PUBLIC RELATIONS AND
ADVERTISING**

YR II, SEM1

UNIT CODE: BPRA 2107

UNIT TITLE: THEORIES OF COMMUNICATION

DATE: THURSDAY, 22ND DECEMBER, 2022

TIME: 2:00 PM – 4:00 PM

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INSTRUCTIONS:

- **Answer question ONE (compulsory) and any other TWO questions**

QUESTION ONE

- Explain the seven traditions of communication theory as proposed by the Robert Craig model (14 marks)
- Discuss five criteria for identifying good communication theories (10 marks)
- Elaborate three theories of persuasion, motivation and behavior that are critical in public relations practice (6 marks)

QUESTION TWO

- Define the concept 'Communication model' (2 marks)
- Discuss five similarities between Lasswell's verbal model and Shannon's models of communication (10 marks)
- Explain four assumptions of the adaptive structuration theory (8 marks)

QUESTION THREE

- You have been invited to a national communication conference to give a talk on 'Various ways of arriving at communication theories' Explain five major areas you would include in your talk (10 marks)
- Elaborate five areas in which the theory of planned behavior is applicable in communication campaigns (10 marks)

QUESTION FOUR

- Language is key while designing persuasive messages for advertisements. Identify five communication theories related to language and linguistics. (10 marks)
- The mass media has a very powerful influence to society according the agenda setting theory. Explain five ways in which a public relations manager can utilize this theory in fostering a positive organizational image. (10 marks)

QUESTION FIVE

- Effective communication is always at the heart of public relations activities. Discuss five theories that enhance the understanding of communication process. (10 marks)
- Identify five ways in which the uses and gratifications theory help in selection of media to be used to pass organizational messages. (10 marks)