



CRAWFORD UNIVERSITY
DEPARTMENT OF MASS COMMUNICATION
RAIN SEMESTER EXAMINATION, 2017/2018 SESSION

Programme – BSc. Mass Communication

Time – 2Hrs

Course Title – Theories of Mass Communication

Course Code – MAC 204

Instruction: Answer Question 1 and Any Other Two Questions

- 1a. Define Theory. 5mks
- 1b. Outline and discuss the scientific steps through which we arrive at theories. 15mks
2. Fully explain your understanding of the Authoritarian Media Theory of the press. 20mks
3. Comprehensively discuss and outline the assumptions of the Libertarian Media Theory of the press. 20mks
4. What is perception theory? Discuss some subjectivities which are aligned to the perception theory. 20mks
5. Discuss your understanding of the Uses and Gratification Theory. 20mks