



**CRAWFORD UNIVERSITY**  
**Faith City, Igbesa, Ogun State**  
**COLLEGE OF BUSINESS AND SOCIAL SCIENCES**  
**RAIN SEMESTER EXAMINATION 2018/2019 ACADEMIC SESSION**

**PROGRAMME: MASS COMMUNICATION**

**COURSE TITLE: THEORIES OF MASS COMMUNICATION**

**COURSE CODE: MAC 204**

**CREDIT UNITS: 2**

**TIME ALLOWED: 2HRS**

**INSTRUCTION: ANSWER QUESTION ONE (1) AND ANY OTHER TWO (2) QUESTIONS**

- 1a. Define Theory. **6Marks**
- 1b. Outline and discuss the scientific steps through which we arrive at theories. **14Marks**
2. Fully explain your understanding of the Development Media Theory. **20Marks**
3. Comprehensively discuss and outline the assumptions of the Libertarian Media Theory of the press. **20Marks**
4. Explain your understanding of the following while outlining their assumptions:
  - a) Source Credibility Theory **5Marks**
  - b) Information Processing Theory **5Marks**
  - c) Agenda-Setting Theory **5Marks**
  - d) The Gate keeping Theory **5Marks**
5. Discuss your understanding of the Democratic-Participant Media Theory. **20Marks**