



CRAWFORD UNIVERSITY

Faith City, Igbesa, Ogun State

COLLEGE OF ARTS AND COMMUNICATION STUDIES
RAIN SEMESTER EXAMINATION 2020/2021 ACADEMIC SESSION

PROGRAMME: MASS COMMUNICATION
COURSE TITLE: THEORIES OF MASS COMMUNICATION
COURSE CODE: MAC 204
CREDIT UNITS: 2C
TIME ALLOWED: 2HRS
INSTRUCTION: ATTEMPT ANY THREE (3) QUESTIONS

- 1a. What are normative theories? **5Marks**
- b. How are normative theories different from other theories? **5Marks**
- c. Clearly explain two (2) normative theories of the press that you know very well. **10Marks**
- 2 a. What is adopters' categorisation in Diffusion of Innovations Theory? **10Marks**
- b. Explain the letter acronyms: PEOU and PU in relation to the theory in which they were used. **10Marks**
3. a. What is Technological Determinism? **10Marks**
- b. Distinguish among the three (3) determinists that are in Technological Determinism. **10Marks**
4. "The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about" Bernard C. Cohen. Examine this assertion. **20Marks**
5. What are the basic constructs of Elisabeth Noelle-Neumann's Spiral of Silence? **20Marks**