

CRAWFORD UNIVERSITY, FAITH CITY, IGBESA.
COLLEGE OF BUSINESS AND SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
RAIN SEMESTER EXAMINATION, 2016/2017 SESSION
(FOR 200 – LEVEL STUDENTS)

COURSE TITLE: THEORIES OF MASS COMMUNICATION

COURSE CODE: MAC 202

UNITS: 2 (ELECTIVE)

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS: ANSWER QUESTION NUMBER ONE, AND TWO OTHER QUESTIONS; MAKING THREE (3) QUESTIONS, IN ALL.

1. Briefly describe EACH of the SIX types of Normative Theory. (20marks)
2. Describe FULLY:
 - (i) The Stimulus – Response Theory;
 - (ii) The Two – Step Flow;
 - (iii) The Uses and Gratification Theory; (20 marks)
3. Explain in details:
 - (i) The Agenda –Setting Theory;
 - (ii) "Spiral of Silence" Theory;
 - (iii) Cognitive Dissonance Theory; and
 - (iv) The Social Judgement Theory (20 marks)
4. Explain Marshall McLuhan's "Sense – Extension" Theory at:
 - (i) Multi – Sensory/Oral Communication Stage;
 - (ii) The Visual / Linear Stage;
 - (iii) The Electrical – Electronic Stage; and
 - (iv) The Space/Satellite Stage . (20 marks)