



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2013/2014

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
ARTS**

ASC 331: THE SOCIOLOGY OF COMMUNICATION

DATE: TUESDAY 8TH APRIL 2014

TIME: 11.00 A.M. – 1.00 P.M.

INSTRUCTIONS

Answer Question ONE and any other TWO Questions

- Q.1 a) Define and explain the term human communication. (3 marks)
- b) Briefly explain FIVE of the main characteristics of human communication. (5 marks)
- c) What do you understand by:
- i) Nonverbal Communication; (2 marks)
- ii) Information? (2 marks)
- d) Discuss the major arguments advanced by symbolic interaction theorists with reference to human communication. (20 marks)
- Q.2 a) Illustrate and describe the process of human communication. (6 marks)
- b) Expound on the centrality of noise to the attainment of isomorphic level of human communication. (14 marks)

- Q.3 a) Distinguish between Loevinger's and McLuhan's conceptions of mass communication. (10 marks)
- b) Which of the two theorists would you consider more relevant to your society and why? (10 marks)
- Q.4 a) Highlight the four traditional functions of mass communication (4 marks)
- b) Compare the informational and persuasive functions for socio-cultural, political and economic mobilizations in Kenya. (16 marks)
- Q.5 a) Explain the role of mass communication in the enhancement of international relations (4 marks)
- b) Discuss the MacBride commission's concerning the Debate on International Information / communication Order. How relevant is the debate today? (16 marks)