

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MASS COMMUNICATION I (IJM 1101)

JANUARY 2004 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer **any four** questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised.

1. Critically discuss any three (3) models of communication of your choice. How adequate are they in the description of the communication process?
[25 marks]
2. What are the differences and relationships between interpersonal communication, group communication and mass communication?
[25 marks]
3. “We speak with vocal organs, but we converse with our whole body.” (Abercrombie, 1972). Critically discuss this statement showing how the human body is the main transmitter of non-verbal communication.
[25 marks]
4. Explain the term “mediation” and discuss its significance and implications in communication.
[25 marks]
5. Describe the major tenets and assumptions of the functionalist theory of media. What are its major pitfalls?
[25 marks]
6. From an African perspective, what are the merits and/or demerits of the free press theory, the social responsibility theory and the development media theory.
[25 marks]

