

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MASS COMMUNICATION I (IJM 1101)
JULY 2004 SUPPLEMENTARY 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 Harold Lasswell's 1948 description of the communication process, showing with reference to other models of communication, its strengths and limitations.
[25 marks]
2. "Mediation of everyday experiences is not as widespread and significant to Africa as often alleged by Western scholars." Do you agree?
[25 marks]
3. What do you understand by 'presentational media', 'representational media' and 'mechanical media'?
[25 marks]
4. How would you distinguish models of mass communication from models of communication? Using two models, illustrate the key similarities and differences.
[25 marks]
5. "Some normative theories are outdated and inapplicable in describing the status of the media in any country." Is this an informed characterisation of the normative theories of the media? Use concrete examples in your answer.
[25 marks]
6. What do you understand by the following terms:
 - (a) Public media? **[5 marks]**
 - (b) Gatekeeping? **[5 marks]**
 - (c) Transmission view of communication? **[5 marks]**
 - (d) Ritualistic view of communication? **[5 marks]**
 - (e) Mass society? **[5 marks]**

