

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MASS COMMUNICATION I (IJM 1101)

DECEMBER 2004 EXAMINATION

TIME ALLOWED: 3 HOURS

**INSTRUCTIONS TO CANDIDATES**

- i) Section A is compulsory.
- ii) Answer **three** questions from Section B.
- iii) Poor spelling and grammar will be penalised.
- iv) Start each answer on a new page.

**SECTION A: COMPULSORY**

**Question 1**

Critically outline and discuss four models of communication with the aid of examples from the various communication processes.

[40 marks]

**SECTION B: ANSWER THREE QUESTIONS**

**Question 2**

“The impossibility of not communicating is extremely significant because it means that each of us is a kind of transmitter that cannot be shut off. No matter what we do, we send out messages that say something about ourselves.” Explain this statement showing its relevance and contribution to our understanding of non-verbal communication.

[20 marks]

**Question 3**

Discuss the importance of culture and context in communication. In your answer, show how signs and symbols are cultural and how they aid the communication process.

[20 marks]

**Question 4**

Critically examine the concept of mediation and show how it helps us understand the mass communication process.

[20 marks]

**Question 5**

Give a critical evaluation of the magic bullet theory showing whether it is still useful in helping us understand the media and its role in society.

**[20 marks]**

**Question 6**

Discuss the public sphere concept with reference to the operation of the media.

**[20 marks]**