

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
MASS COMMUNICATION 1: (IJM 1101)  
DECEMBER 2005 EXAMINATION  
TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Section A is **compulsory**.
2. Answer **any three** questions in section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

**SECTION A: COMPULSORY**

**Question 1**

“The word communication means different things to different people.”  
Using the above quotation, show how at least four models captures the different forms of human communication. **[40 marks]**

**SECTION B: ANSWER ANY THREE QUESTIONS**

**Question 2**

Discuss the two main schools in the definition of communication showing their strengths and weaknesses in explaining the communication process. **[20 marks]**

**Question 3**

“Culture and context are central to the understanding of any communication activity.”  
Discuss. **[20 marks]**

**Question 4**

Critically show the extent to which the concept of mediation explains the different processes involved in media production and other influences that affect media products. **[20 marks]**

**Question 5**

Discuss the view that the debate on media theories that has revolved around powerful media on one hand and powerful audiences on the other has clouded our complete understanding of the role of media in society. **[20 marks]**

**Question 6**

Critically examine the extent to which the media in Zimbabwe can be referred to as a public sphere as conceptualized by Jurgen Habermas. **[20 marks]**