

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE IN JOURNALISM AND MEDIA STUDIES
COMMUNICATION AND MEDIA THEORIES (IJM 1111)
DECEMBER 2011 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.

Question 1

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] |

Total: **[25 Marks]**

Question 2

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.

[25 Marks]

Question 3

Explain the term “mediation” and discuss its significance and implications in communication.

[25 Marks]

Question 4

Critically discuss any three (3) models of communication of your choice. How adequate are they in describing the communication process?

[25 Marks]

Question 5

Discuss the validity of the view that talking is just a small component of communication
[25 Marks]

Question 6

In what ways are the concepts of gate keeping and agenda setting useful to our understanding of the operation of mass media?
[25 Marks]