

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOUR OF SCIENCE IN JOURNALISM AND MEDIA STUDIES
COMMUNICATION AND MEDIA THEORIES (IJM 1111)
2012 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.

Question 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]

Question 2

What are the differences and relationships between interpersonal communication, group communication and mass communication?
[25 Marks]

Question 3

In your own view, do communication models distort or enhance our understanding of communication in their attempt to explain the communication process?
[25 Marks]

Question 4

With reference to examples, discuss the importance of non-verbal communication.
[25 Marks]

Question 5

Discuss the various ways in which we can say the mass media hold up a mirror to and open a window on society. Use examples to illustrate your answer. **[25 Marks]**

Question 6

Discuss the meaning of the following terms:

- a. Intra-personal communication. **[5 marks]**
- b. Culture. **[5 marks]**
- c. Mass communication. **[5 marks]**
- d. Agenda setting. **[5 marks]**
- e. Mediation. **[5 marks]**

Total: **[25 Marks]**