

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE
MASTER OF SCIENCE DEGREE IN LIBRARY AND INFORMATION SCIENCE
STAGE I SECOND SEMESTER JULY 2010 SUPPLEMENTARY EXAMINATIONS

ILI 5104: INFORMATION AND COMMUNICATION THEORY

TIME: 3 HOURS + 30 MINUTES READING TIME

Instruction to candidates

1. Answer any four (4) questions.
 2. Each question carries 25 marks.
 3. Give equal time to all questions.
 4. Importance is attached to accuracy, clarity and legible handwriting.
-

1. Critique the notion that the transcultural process 'waters down' the concept of media imperialism.
2. Managing services is more complicated than managing products because standardising a service requires more input factors than a product. Assess the implications of this statement with respect to the marketing of information services.
3. Social structures are the media of society because they mediate social actions and communication, they store knowledge and carry it across space and time and shape past experiences. Discuss.
4. Discuss at least five (5) characteristics of a discipline.
- 5i. Positivism and normative logic represent opposite views on the generation of knowledge. Explain your understanding of each term. (15 marks)
- 5ii. Explain what you understand by the term 'information society'. (10 marks)
6. Assess the extent to which Shannon and Weaver's theory can be described as a 'good' theory.

END