



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE (HONS) IN JOURNALISM AND MEDIA STUDIES
INTRODUCTION TO COMMUNICATION THEORIES
IJM 1122

Special Examination Paper

April 2025

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: NONE
Examiner's Name: Mrs C. Ncube
External Examiner: Dr. C. Lunga

INSTRUCTIONS

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

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	30
3.	30
4.	30

SECTION A

QUESTION 1

(a) Discuss the strengths and weaknesses of the following:

- i. Hypodermic needle theory (10 marks)
- ii. Two step flow theory (10 marks)
- iii. Cultivation theory (10 marks)

(b) Briefly discuss the components you would add in the design of your own model of communication. (10 marks)

TOTAL [40 Marks]

SECTION B

QUESTION 2

Compare and contrast the two main schools of thought in communication theory, highlighting their key principles, strengths and weaknesses in explaining the communication process. [30 Marks]

QUESTION 3

With the aid of examples, describe five concepts or metaphors that explain the role of the media in society. [30 Marks]

QUESTION 4

- a) Explain what Marshall McLuhan meant by 'the medium is the message.' (15 marks)
- b) Focusing on Marshall McLuhan and Emmanuel Castells' views, highlight the contributions that new Information and Communication Technologies have added to globalisation. (15 marks)

TOTAL [30 Marks]