



"Investing in Africa's Future"

(CSSTHE)

HEC 112 INTRODUCTION TO COMMUNICATION THEORY

END OF FIRST SEMESTER EXAMINATIONS

APRIL/MAY 2018

EXAMINER: MR. E.T. DOWERA

DURATION: 3 HRS

INSTRUCTIONS

1. Answer any **three** questions. Each question carries **20** marks.

2. Number your answers carefully.

3. Begin each new answer on a new page and write legibly.

Answer any 3 questions

Question 1

Explain with relevant examples of communication models, the ethnographic approaches to audience studies.

Question 2

What are the major similarities and differences between the Frankfurt School and the Birmingham School of thought? Explain briefly which one of the two constitutes more in the understanding of the concept of media and communication.

Question 3

Discuss the major issues and ideas that have contributed to the idea of the compression of the world into a global village.

Question 4

Draw differences and similarities between the two categories of models used in communication studies. Identify and explain situations and circumstances in which these categories are appropriate.

Question 5

Critique communication theory according to the standards appropriate for the theory's metatheoretical tradition, (i.e. Scientific, interpretive, or both).

Question 6

Discuss and explain the context used with the Communication Accommodation Theory.

End of paper
