



**AFRICA
UNIVERSITY®**
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"Investing in Africa's Future"

**COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES &
EDUCATION**

HEC 222: COMMUNICATION THEORY II

END OF SECOND SEMESTER FINAL EXAMINATIONS

LECTURER: J. MUZAMHINDO

DURATION: 3 HOURS

INSTRUCTIONS

Answer **THREE (3)** questions in all
All questions carry equal marks (20).
DO NOT repeat material.
Write legibly.

Question 1

Suggest **three** (3) ways in which cultural space is related to identity and power. Describe their significance to intercultural communication, providing an appropriate example for each.

Question 2

Many of us (likely all of us) have experienced "communication stories," or a narrative that represents or symbolizes some aspect of your experience communicating with others. . Narrate a communication story you have experienced, observed, or heard. The context of the story should be clear (personal relationship, family, work, sports, living, social, political, community, cross-cultural, etc.).

- a) Present the story.
- b) Discuss what the story illustrates about the nature of communication.
- c) Analyze what you learned from the story. Refer to a communication theory or theories that inform these lessons learnt.

Question 3

Using a close relationship that you have experienced or witnessed as an example, discuss the key elements of relational dialectics. Does your example validate or cast doubt upon relational dialectics theory? Taking all the interpersonal communication theories into account, are there any interpersonal theory lessons learned from your example? Explain.

Question 4

In light of interpersonal deception theory, should we assume that the potential for deception exists in every interpersonal communication interaction? Does this theory provide adequate practical advice on how to deal with deception? Explain with relevant examples.

Question 5

'It is universally agreed that the media is expected to carry out three basic functions, to inform, to educate and to entertain'. Using this as a starting point, discuss any **FOUR** Normative Theories of the press:

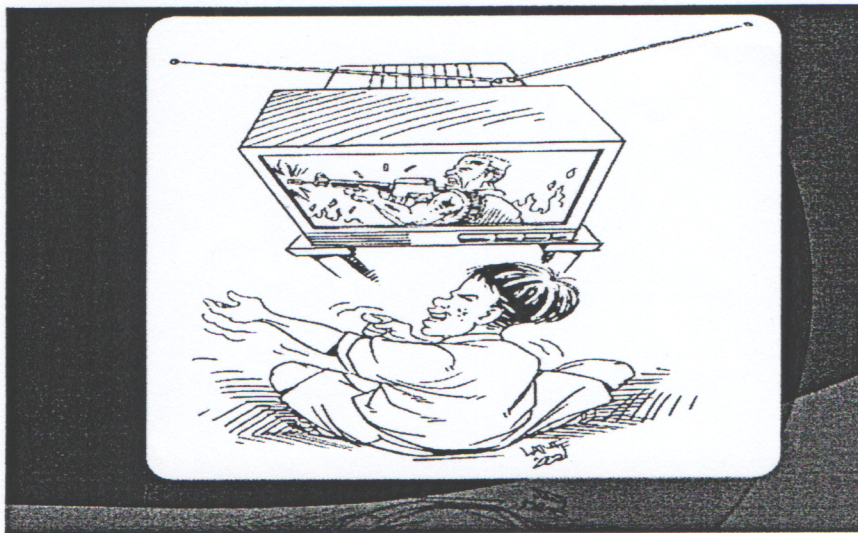
- (i) Authoritarian Theory
- (ii) Libertarian / Free Press Theory
- (iii) Social Responsibility Theory
- (iv) Soviet Media Theory
- (v) Democratic Participant Theory

Question 6

Either

- a) In the Cultivation Theory under Media Effect, George Gerbner claims that persistent long term exposure to TV content has small but measurable effects on the perceptual worlds of the audience members and that violence is TVs principal message. From his observations, discuss the following:

- (i) Why do cultivation effects differ among subgroups?
 - (ii) What effect do you think violent movies have on children?
 - (ii) What do you think is the intention of the producers of these violent movies?
- In your response you can make reference to the Social Action Theory.



Or

- b) Cultivation Theory posits that people addicted to television adapt their lives to the value system and views that are brought to them by this media. With reference to the illustration below as a starting point, critically analyze the cultivation theory and show to what extent you agree or disagree with the said position.

Question 7

Explain Littlejohn's four theoretical perspectives on communication and describe two of the mass communication theories related to two of the perspectives.

Question 8

Talcott Parsons suggested that communication systems in society are related either to the internal environment of other social systems or the external non-social environments

(biological, cultural, environments etc). Discuss the four distinctions that he identified in these communication systems.

Question 9

Discuss Goffman's Framing Theory bringing out clearly what is suggested by the metaphor "to frame" something in the context of mass communication.

End of Paper