



“Investing in Africa’s future”

**COLLEGE OF SOCIAL SCIENCES, HUMANITIES, THEOLOGY &
EDUCATION (CSSTHE)**

HEC 321: NEWSPAPER & PRINT COMMUNICATION

END OF FIRST SEMESTER FINAL EXAMINATIONS

NOVEMBER 2019

LECTURER: MR H. MARUFU

DURATION: 3 HRS

INSTRUCTIONS

- Answer any **three** questions
- All questions carry equal marks (20).
- Marks will be deducted for poor grammatical and spelling errors
- DO NOT repeat material.
- Write legibly.

Question 1

With the aid of examples, trace the history of print communication in Africa, paying particular attention to different political, social and economic factors?

Question 2

With the aid of examples discuss the relationship between newspaper and print communication.

Question 3

Discuss the view that the development in new media technologies is threatening the survival of newspaper and print communication

Question 4

Discuss the politics of newspaper ownership of your own choice

Question 5

“Communication is a complicated process”. Critique this statement in light of recent development in communication field.

Question 6

“Culture is imbedded in communication” Discuss.

Question 7

Compare and contrast the Agenda setting theory and Uses and Gratification theory. Apply how the two theories are used in communication.

Question 8

Discuss how intrapersonal and interpersonal communication aid communication process.

Question 9.

With the aid of examples discuss the ownership patterns of newspapers in Anglophone, Lusophony and francophone countries.

End of Paper