



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

**HEC 222: COMMUNICATION THEORY II**

**END OF SECOND SEMESTER EXAMINATIONS**

**MAY 2021**

**LECTURER: J. MUZAMHINDO**

**DURATION: 7 HRS**

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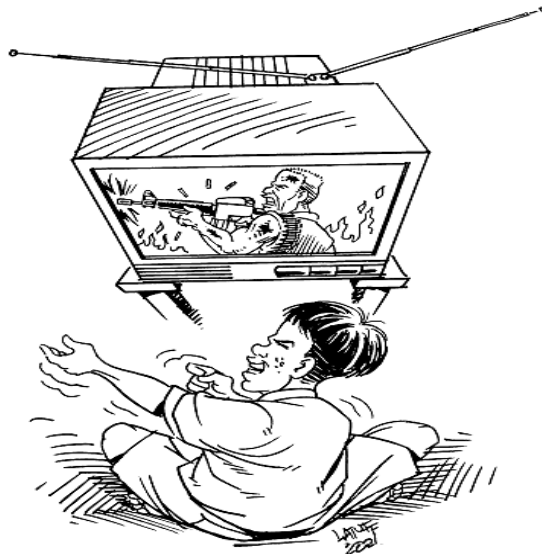
***INSTRUCTIONS***

Answer **ONE (1)** question only.

Attempt **ALL** sections of the question.

Credit will be awarded for logical AND systematic presentations.

## **Question 1**



In the *Cultivation Theory* under Media Effect, George Gerbner (1960s) 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. Gerbner argued that the portrayal of violence causes viewers to relieve the experience over and over again. He further suggests that television is responsible for shaping or "cultivating" viewers' conceptions of norms and social reality. The combined effect of massive television exposure by viewers over time subtly shapes the perception of social reality for individuals and ultimately, for our culture as a whole, Cultivation theorists argue that television has long term effects which are small, gradual, indirect but cumulative and significant. It means that every television show that one watches has some hold on the way the individual perceives the world. Television is a dominant force in shaping modern society.

Basing your responses on the passage above:

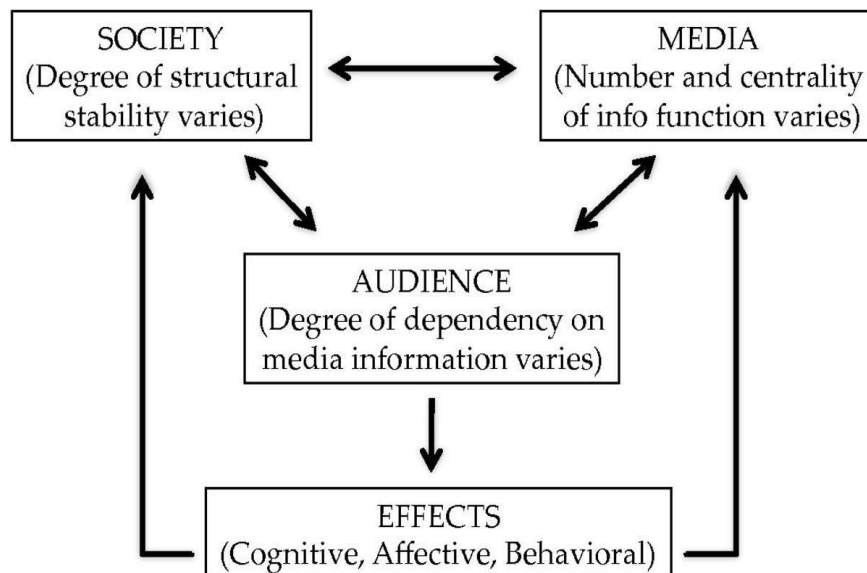
- (i) Explain why cultivation effects differ among subgroups. Exemplify  
(20 marks)
- (ii) What effect do you think violent movies have on children? Support your answer with specific examples  
(20 marks)
- (iii) What do you think is the intention of the producers of these violent movies? In your response you can make reference to the Social Action Theory.  
(20 marks)

## **Question 2**

- (a) '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 the following Normative Theories of the press:
  - (i) Authoritarian Theory (10 marks)
  - (ii) Libertarian /Free Press Theory (10 marks)

- (iii) Social Responsibility Theory (10 marks)
- (iv) Soviet Media Theory (10 marks)

(b) "Dependency theory is a system approach to the study effects of mass media on audiences and of the interactions between media and social systems ....the kind and degree of effect which can be expected from the mass media vary according to this relationship. (Ball-Rokeach, S & Melvin Defleur:1976).



Making reference to the illustration above,

- (i) Give a brief historical background of the theory (5 marks)
- (ii) Outline the process of creating dependence by the media (5 marks)
- (iii) Demonstrate how the Dependence Theory can be used by the media in times of a crisis. (10 marks)

### **Question 3**

- (a) 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). Discuss the **four distinctions** that he identified in these communication systems. Support your answer with relevant examples. (30 marks)
- (b) 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

**End of Paper**

