



COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES & EDUCATION

MJS1102: Communication Theory

END OF FIRST SEMESTER EXAMINATIONS

NOVEMBER/DECEMBER 2025

LECTURER: DR. W. GADZIKWA

DURATION: 3 HOURS

INSTRUCTIONS

1. This paper contains **TWO** sections (Section A and Section B).
 2. Section A is **COMPULSORY**.
 3. Answer **ANY TWO (2) questions** from Section B.
 4. Start each question on a new page in your booklet.
 5. Credit will be awarded for logical, systematic and neat presentation
 6. Do not repeat material.
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SECTION A: COMPULSORY

INSTRUCTION: *Answer Question 1.*

Question 1

Assess the applicability of any two normative media theories in today's world. **[40 marks]**

SECTION B

INSTRUCTION: *Answer ANY TWO (2) questions.*

Question 2

Define the term "communication" use practical examples to demonstrate your answer. **[30 marks]**

Question 3

Using practical examples, examine the main differences between linear and non-linear models of communication. **[30 marks]**

Question 4

With the aid of practical examples, discuss the various levels of communication. **[30 marks]**

Question 5

Provide a critique of the Mass Society Theory. **[30 marks]**

END OF PAPER
