



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF HUMAN SCIENCES**

**DEPARTMENT OF COMMUNICATION**

<b>QUALIFICATION:</b> BACHELOR OF JOURNALISM AND MEDIA TECHNOLOGY	
<b>QUALIFICATION CODE:</b> 07BJMT	<b>LEVEL:</b> 5
<b>COURSE CODE:</b> MTH521S	<b>COURSE NAME:</b> MEDIA THEORY
<b>SESSION:</b> JANUARY 2020	<b>PAPER:</b> THE ONLY PAPER
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>SUPPLEMENTARY/SECOND-OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER:</b>	MS EMILY M. BROWN
<b>MODERATOR:</b>	DR HUGH ELLIS

<b>INSTRUCTIONS</b>	
1. READ questions carefully. 2. Answer all questions. 3. Good luck!	

THIS QUESTION PAPER IS COMPRISED OF **TWO** PAGES, INCLUDING THE COVER PAGE.

## MEDIA THEORY (MTH521S)

### Supplementary Examination: January 2020

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#### QUESTION 1

[20]

Discuss the **Triadic Reciprocal Determinism Model** and discuss the work of the theorist who is responsible for the theory associated with this Model.

#### QUESTION 2

[20]

Bearing in mind the **communication process**, discuss what the following elements entail:

- (i) The Communicator (4)
- (ii) The Message (4)
- (iii) Encoding (6)
- (iv) The Receiver (6)

#### QUESTION 3

[20]

Discuss the **Agenda-Setting Theory**, and make reference to what is known as the **Kylie Effect**.

#### QUESTION 4

[20]

Discuss the following forms of communication and make reference to relevant examples to illustrate your answer.

- (i) Interpersonal Communication (6)
- (ii) Small group Communication (6)
- (iii) Mass Communication (8)

#### QUESTION 5

[20]

What does the **Uses and Gratifications Theory** entail? Discuss by making reference to examples from the Mass Media.

TOTAL: {100}