



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

Faculty of Human Sciences

Department of Communication

QUALIFICATION: Bachelor of Communication	
QUALIFICATION CODE: 07BACO	LEVEL: 5
COURSE: Introduction to Communication 1 B	COURSE CODE: ICO521S
SESSION: November 2019	PAPER: Theory
DURATION: 3 Hours	MARKS: 75

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms A. Tjiramanga Mr P. Paulus
MODERATOR	Prof. H. Z. Woldemariam

THIS QUESTION PAPER CONSISTS OF 1 PAGE
(Excluding this front page)

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer THREE of the four questions.2. Write clearly and neatly.3. Number the answers clearly.

Answer THREE questions only.

Question 1

(25 Marks)

Explain the Cognitive Dissonance Model by illustrating it with an example from advertising.

(500 words)

Question 2

(25 Marks)

Write an essay on Berger and Calabrese's Uncertainty Reduction Theory (URT) with a focus on the two types of uncertainty and three of the seven factors which are relevant in initial interaction.

(500 words)

Question 3

(25 Marks)

Discuss the positive impact of the social uses of television programmes on the audience by applying the Uses and Gratification Theory. Provide appropriate examples.

(500 words)

Question 4

(25 Marks)

Describe the various research methods used in the field of communication and exemplify for which type of research they are suitable.

Total: 75