



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF HUMAN SCIENCES**

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 5
COURSE CODE: IC0511S	COURSE NAME: INTRODUCTION TO COMMUNICATION 1A
SESSION: JUNE 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MR M. MHENE MR P PAULUS
MODERATOR:	DR. R. MAKAMANI

INSTRUCTIONS
1. Answer THREE questions. 2. Write clearly and neatly. 3. Number the answers clearly.

PERMISSIBLE MATERIALS

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

Answer three (3) of the following questions.

Question 1

(25 marks)

Write an essay in which you explain the electronic mass media age, which is the fourth age that existed in the history of communication studied in this course. Also include in your essay, your opinion and reasoning on whether you think that electronic mass media have negative effects on rural and indigenous people today.

Question 2

(25 marks)

Write an essay in which you compare and contrast Shannon and Weaver's view of the communication process with the transactional model of communication.

Question 3

(25 marks)

"Individuals have sets of needs that motivate their communication and responses to messages."

With the aid of a relevant diagram, identify and explain each of Maslow's **five** hierarchies of needs. Give examples to support your answer.

Question 4

(25 marks)

The following are components/elements of the communication process as outlined by Steinberg (2007: pp 45-51):

(a) communicator and recipient; (b) message; (c) sign; (d) encoding and decoding; (e) medium and channel; (f) content level and relational level; (g) interpretation; (h) noise; (i) feedback; (j) context.

Describe any **five (5)** of the above components and explain why each component is significant in the communication process.

End of question paper