



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**Faculty of Human Sciences**

Department of Communication

<b>QUALIFICATION: Bachelor of Communication</b>	
<b>QUALIFICATION CODE: 07BACO</b>	<b>LEVEL: 5</b>
<b>COURSE: Introduction to Communication 1 B</b>	<b>COURSE CODE: ICO521S</b>
<b>DATE: January 2019</b>	<b>SESSION: 2<sup>nd</sup> Opportunity</b>
<b>DURATION: 3 Hours</b>	<b>MARKS: 75 Marks</b>

<b>SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	<b>Ms A. Tjiramanga</b>
<b>MODERATOR</b>	<b>Dr H.Z. Woldemariam</b>

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

**INSTRUCTIONS**

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

**PERMISSIBLE MATERIALS**

1. Examination paper.
2. Examination script.

**Answer THREE questions only.**

**Question 1**

**(25 Marks)**

Leon Festinger (1975) suggested that

*“People have an inner need to ensure that their beliefs and behaviours are consistent.”*

In the light of the quotation above discuss Cognitive Dissonance Theory (CDT) with a focus on how people try to reduce the dissonance between their beliefs and actions. (500 words)

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**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 on the audience by applying the Uses and Gratification Theory. Provide appropriate examples.

(500 words)

**Question 4**

**(25 Marks)**

The Symbolic Interaction Theory is one of the major theoretical perspectives in communication. Explain this theory and support your answer with relevant examples of the application of interactionism.

(500 words)

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**Total: 75**