



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BCMM	LEVEL: 7
COURSE CODE: COT721S	COURSE NAME: COMMUNICATION THEORIES
SESSION: NOVEMBER 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer the questions according to instructions.2. Read all the questions carefully before answering.3. Number the answers clearly	

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

Question 1**[5x4=20 marks]**

Briefly explain the following broad categories of the communication models and provide examples.

- a) Transmission/linear model category
- b) Ritual/expressive model category
- c) The publicity/display/attention model category
- d) The reception model category

Question 2**[20 marks]**

Choose one kind of mass media organisation in Namibia and analyse its structure and operations.

Question 3**[10x3 =30 marks]**

Using relevant examples, discuss the following theories of interpersonal communication.

- a) Politeness theory
- b) Social exchange theory
- c) Dialectical theory

Question 4**[10x3=30 marks]**

Mass media affects the audience in various ways. Discuss the three mass media effects.

- a) Uses and gratification theory
- b) Cultivation theory
- c) Framing theory

-END OF EXAM PAPER-