



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

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| <b>QUALIFICATION : BACHELOR OF COMMUNICATION</b> |   |
| <b>QUALIFICATION CODE: 07BCMM</b>                | <b>LEVEL: 7</b>                                   |
| <b>COURSE CODE: COM511S</b>                      | <b>COURSE NAME: INTRODUCTION TO COMMUNICATION</b> |
| <b>SESSION: JULY 2024</b>                        | <b>PAPER: THEORY (PAPER 1)</b>                    |
| <b>DURATION: 2 HOURS</b>                         | <b>MARKS: 100</b>                                 |

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| <b>SECOND OPPORTUNITY EXAMINATION QUESTION PAPER</b> |                                 |
| <b>EXAMINER(S)</b>                                   | DR M. MHENE<br>MS S. N. NEPANDO |
| <b>MODERATOR:</b>                                    | MS A.NGHIKEMBUA                 |

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| <p style="text-align: center;"><b>INSTRUCTIONS</b></p> <ol style="list-style-type: none"><li>1. This is an essay- based examination</li><li>2. Your essay must not be more than 600 words.</li><li>3. Answer <u>TWO</u> questions.</li><li>4. Read all the questions carefully before answering.</li><li>5. Number the answers clearly.</li><li>6. Mistakes in grammar and spelling will be penalised.</li></ol> |
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**THIS QUESTION PAPER CONSISTS OF 2 PAGES** (Including this front page)

Answer any two (2) of the following questions:

**QUESTION 1**

**(50 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.

**QUESTION 2**

**(50 Marks)**

Write an essay in which you explain the electronic mass media age, which is the fourth age 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 3**

**(50 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 4**

**(50 Marks)**

"Extra personal communication is that way of communication in which a human interacts with other species." In light of the above statement, write an essay in which you describe the types of extra personal communication. Provide relevant example for each type of extra personal communication.

**END OF QUESTION PAPER**