



**PAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

<b>QUALIFICATION: BACHELOR OF COMMUNICATION</b>	
<b>QUALIFICATION CODE:</b> 07BCMM	<b>LEVEL:</b> 7
<b>COURSE CODE:</b> COT721S	<b>COURSE NAME:</b> COMMUNICATION THEORIES
<b>SESSION:</b> NOVEMBER 2023	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	MR BEVEN KAMWI
<b>MODERATOR:</b>	MR ISACK HAMATA

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer the questions according to instructions.</li><li>2. Read all the questions carefully before answering.</li><li>3. Number the answers clearly</li></ol>

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

Answer **ANY TWO** questions (Total =50 marks x 2 = 100%)

**Question 1**

**[25 marks]**

Communication models present various aspects of communication logically that help researchers in acquiring an understanding of the pattern of communication. With the help of the communication models, the researcher can undertake the communication programmes and put them into operation in a well-organised manner (Kapur, 2020). In line with the above assertion, provide the five models of communication discussed in this course and outline the contributions of each to the study of communication. (500 words)

**Question 2**

**[25 marks]**

Communication is a complex concept. Write an essay with special consideration of the following.

- 1) Definition of communication.
- 2) The various elements/process of communication.
- 3) Show the graphic representation of communication.

**Question 3**

**[25 marks]**

Describe the negative impact of the social uses of television programme viewing by applying the Cultivation theory. Provide appropriate examples. (500 words)

**Question 4**

**[25 marks]**

There are three tenets of the Frankfurt School of Critical Theory. Describe each tenet and give a concrete example for each component.

**-END OF PAPER-**