



**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	MODE: 7
COURSE CODE: COT721S	COURSE NAME: COMMUNICATION THEORIES
SESSION: DECEMBER 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

2nd OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER:	DR. B. KAMWI
MODERATOR:	MR. I. HAMATA

INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer ALL the questions and start each question on a new page.2. Read all questions carefully before answering.3. Number answers according to the numbering structure provided in the question paper.4. INDICATE WHETHER YOU ARE FM; PM OR A DI STUDENT	

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

Question 1

[15]

With reference to its five questions, explain the Lasswell model to the understanding of communication/media. Provide examples.

Question 2

- a) What does interpersonal communication entail? [4]
- b) Discuss the four forms of interpersonal communication. Provide relevant examples. [16]

Question 3

[25]

According to mass communication theories, media content influences the audience's attitudes, beliefs, behaviours, and perceptions in several ways. Discuss the media effect on individuals/society through the lens of the **Cultivation theory**, as it relates to TV viewing.

Question 4

- a) What does the politeness theory examine considering its main assumptions? [8]
- b) Differentiate the following aspects of the politeness theory: i) positive face, ii) negative face, and iii) face-threatening acts (FTAs). [6]
- c) Outline the three strategies for maintaining politeness [6]

Question 5

- a) What is the focus of the Feminist theory? [4]
- b) Identify and discuss four feminist theories discussed in this course. [16]

-END OF PAPER-