



PAMIBIA 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: NOVEMBER 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

1ST 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

[2x5=10]

Write brief notes on the following communication related concepts.

1. Assimilation
2. Magic Bullet
3. Media imperialism
4. Dyadic
5. Noise

Question 2

[5x4=20]

Discuss the effect that media has on the audience through the following media effect/mass communication theories. Provide applicable examples.

- a) Uses and Gratification theory
- b) Agenda Setting theory
- c) Framing theory
- d) Priming theory

Question 3

[20]

Communication involves a series of steps. Identify and discuss the key elements that constitute a successful communication process. Also, show its simple model.

Question 4

[20]

What distinguishes the Classical Political Economy theory from the Cultural Studies theory? Discuss their key tenets to media analysis.

Question 5

[10x2=20]

Demonstrate how the interpersonal communication context can be examined using its following approaches.

- a) Social exchange theory
- b) Relational dialectical theory

Question 6

- a) Explain the significance of the Audience/Reception Theory in communication studies. [4]
- b) Outline three types of audience reading or decoding of the text/message as per Stuart Hall. [6]

-END OF EXAM-