



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY  
**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF COMMUNICATION**

<b>QUALIFICATION : BACHELOR OF COMMUNICATION</b>	
<b>QUALIFICATION CODE: 07BCMM</b>	<b>LEVEL: 5</b>
<b>COURSE CODE: IC0511S</b>	<b>COURSE NAME: INTRODUCTION TO COMMUNICATION 1A</b>
<b>SESSION: JUNE 2022</b>	<b>PAPER: THEORY</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	DR M. MHENE MR P. PAULUS
<b>MODERATOR:</b>	MS NGHIKEMBUA

<b>INSTRUCTIONS</b>	
<ol style="list-style-type: none"><li>1. Answer <b>TWO</b> questions.</li><li>2. Write clearly and neatly.</li><li>3. Number the answers clearly.</li><li>4. <b>Your essay must not be more than 600 words</b></li></ol>	

**PERMISSIBLE MATERIALS**

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



## Answer two (2) of the following questions.

### Question 1

(25 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 2

(25 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 3

(25 marks)

"Individuals have sets of needs that motivate their communication and responses to messages."

With the aid of a relevant diagram, identify and explain each of Maslow's **five** hierarchies of needs. Give examples to support your answer.


### Question 4

(25 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.



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