ПAMIBIA UПIVERSITY
OF SCIEПCE AПD TECHПOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BCMM	**LEVEL:** 7
COURSE CODE: COT721S	**COURSE NAME:** COMMUNICATION THEORIES
SESSION: JANUARY 2024	**PAPER:** THEORY
DURATION: 3 HOURS	**MARKS:** 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MR BEVEN KAMWI
MODERATOR:	MR ISACK HAMATA

INSTRUCTIONS
1. Answer the questions according to instructions.
2. Read all the questions carefully before answering.
3. Number the answers clearly

THIS QUESTION PAPER CONSISTS OF _2_ PAGES (Including this front page)

Section A This is a **compulsory** question.

Question 1 [10 marks]

Write brief notes to explain the following.

1. 'Communication is contextual'
2. Magic Bullet theory
3. Framing
4. Verbal communication
5. Linear
6. Encoding
7. Organon
8. Reputation
9. Paradigm
10. Media imperialism

Section B Answer **ANY TWO** questions.

Question 1 [20 marks]

'Feminist theories in communication have examined dimensions of gender and power in rhetorical and mediated texts, focusing on both the expression of dominant ideologies and various opportunities and limitations in the inclusion of feminist ideas in those texts.' Discuss the following four feminist theories.

a) Radical feminism
b) Liberal feminism
c) Social feminism
d) Cultural feminism

Question 2 [20 marks]

According to Schramm's model of communication (1954), whenever the information reaches the recipient, it becomes his responsibility to give feedback and let him know if he has downloaded the message in exactly the same manner the speaker wanted. If he is not clear with anything or has any doubts, it must be cleared with the speaker. Describe the composition of the Schramm model, with relevant examples.

Question 3 [20 marks]

What distinguishes the Classical Political Economy Theory from the Cultural Studies theory? Discuss.

(Exam Total =50 marks x 2 = 100%)

-END OF EXAM-