

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**SUPPLEMENTARY EXAMINATION –2011**

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**TITLE OF PAPER:** COMMUNICATION THEORY

**COURSE CODE:** JMC 220

**TIME ALLOWED:** TWO (2) HOURS

**INSTRUCTIONS:**

1. ANSWER QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.**

**QUESTION 1 (COMPULSORY)**

How do objective and interpretive scholars differ in their answers to the question 'What is truth?' within the field of communication theory?

**20 MARKS**

**QUESTION 2**

Discuss four key research strategies for the study of communication. Illustrate your answer with examples.

**20 MARKS**

**QUESTION 3**

The media tell us (1) what to think about, and (2) how to think about it. Critically analyse this statement, which summarises "agenda-setting theory", in relation to social media.

**20 MARKS**

**QUESTION 4**

Agree or disagree with the following statement with reasons and examples that support your stance.

*"Effective public speaking is nothing more than one side of an extended conversation. With the exception of preparation time, public speaking and conversation demand the same skills."* Gamble & Gamble (1999)

**20 MARKS**

**QUESTION 5**

Describe five functions of the mass media and machine-assisted communication, using examples.

**20 MARKS**

**QUESTION 6**

Discuss one of the seven traditions in the field of communication theory. Highlight how its scholars define communication, suggest a practical communication problem that it addresses and describe an early theorist who helped set the agenda for those who followed.

**20 MARKS**