

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2011/2012 FINAL EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: INTRODUCTION TO COMMUNICATION THEORY

COURSE CODE: JMC 220

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **FOUR** questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

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

QUESTION 1

Explain the type of communication problems that the following communication traditions would help resolve, as discussed by Robert T. Craig.

- a) Critical Tradition
- b) Phenomenological Tradition

(25 Marks)

QUESTION 2

- a) With the aid of a diagram explain Shannon and Weaver's model of communication.

(13 Marks)

- b) Using radio as your example, explain the above model.

(12 Marks)

QUESTION 3

Explain the following terms, giving examples to support your answer.

- a) Theory
- b) Hypothesis
- c) Epistemology
- d) Empiricism

(25 Marks)

QUESTION 4

- a) Compare and contrast positivism and post-positivism.

(13 Marks)

- b) Explain the theory of Hermeneutics and its relevance to the study of communication.

(12 Marks)

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QUESTION 5

Define semiotics?

(8 Marks)

Explain the differences and similarities between C.S. Peirce and Ferdinand de Saussure's semiotic models.

(17 Marks)

QUESTION 6

a) Explain any five forms of persuasion supporting your answer with examples.

(13 Marks)

b) Discuss how the mass media are involved in persuading individuals and society.

(12 Marks)