

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SOCIAL SCIENCES & HUMANITIES

DEPARTMENT OF LANGUAGES AND COMMUNICATION SKILLS

BACHELOR OF COMMUNICATION SCIENCE HONS DEGREE (HBCOM.SC)

FINAL EXAMINATION

HJ101: MEDIA AND COMMUNICATION THEORIES DURATION: THREE HOURS

INSTRUCTIONS TO CANDIDATES:

- ANSWER THREE (3) QUESTIONS ONLY.
- ALL QUESTIONS CARRY EQUAL MARKS (100)
- ERRORS IN GRAMMAR, PUNCTUATION AND SPELLINGS WILL BE PENALISED
- CREDIT WILL BE GIVEN FOR CLEAR, WELL ORGANISED AND COHERENT ANSWERS

MAR 2024

QUESTIONS

1. Examine any three media theories that focus on audiences. [100]
2. Examine the concept of noise in communication. [100]
3. 'Creative destruction' (Schumpeter, 1942) is what the world needs today. Discuss. [100]
4. Identify at least five ways that could be used to reduce noise in communication. [100]
5. 'You cannot not communicate,' Paul Watzlawick, 1960s. Discuss the meaning of this axiom with use of relevant examples. [100]

END OF EXAMINATION