

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SOCIAL SCIENCES & HUMANITIES

DEPARTMENT OF LANGUAGES AND COMMUNICATION SKILLS

PROGRAMME: 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**

QUESTIONS

1. Schumpeter (1942) coined the term 'creative destruction'. What does this concept mean? Examine any five instances in which this concept is applicable in media, technology and communication practices. [100]
2. Discuss the view that indigenous knowledge systems (IKS) are fully integrated in the communication systems of any community. [100]
3. The public sphere (Habermas, 1998) is a key concept in participatory democracy. Do you agree? [100]
4. Identify any five theories of media and/or communication. Illustrate the implications of any three of the theories. [100]
5. Outline at least three communication theories and demonstrate how they differ in relation to audiences. [100]

END OF EXAMINATION