

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FINAL EXAMINATION – MAY 2011

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)

Define communication theory and describe four criteria that can be used to evaluate if a theory is “good or strong.”

(20 MARKS)

QUESTION 2

Explain and distinguish between social penetration theory and cost benefit theory as means of understanding relationships within the context of interpersonal communication.

(20 MARKS)

QUESTION 3

Discuss how the reflective thinking framework is used to increase effectiveness at problem solving within a group setting as described by Gamble & Gamble (1999).

(20 MARKS)

QUESTION 4

Outline five features that characterize the rhetorical tradition and relate them to the characteristics of a good speaker when communicating to the public.

(20 MARKS)

QUESTION 5

Describe what you understand by the term ‘agenda-setting theory’ as it applies to the mass media in Swaziland.

(20 MARKS)

QUESTION 6

How do objective and interpretive scholars differ in their answers to the question ‘*What is truth?*’

(20 MARKS)