UNIVERSITY OF FORT HARE

INTRODUCTION TO VARIOUS LEVELS OF COMMUNICATION

SUPPLEMENTARY EXAMINATIONS

DECEMBER/JANUARY

2024/5

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Time: 3 Hours

Subject: CMS 120

Marks: 100

This paper consists of 2 pages including the cover page

Internal Examiners
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INSTRUCTIONS

ANSWER ALL QUESTIONS

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1. Briefly discuss the following theories:
   a. Agenda-setting theory
   b. Spiral of silence theory
   c. Two-step flow theory **[25 Marks]**

2. Explain Schutz's three interpersonal needs of inclusion, affection and control by referring to examples of how you use communication to satisfy each of these needs **[25 marks]**

3. List and discuss The Stages of Personal Relationship Development. In your discussion include both coming together and coming apart **[25 Marks]**

4. Self-disclosure is a process in which one person tells another something about themselves. With this definition in mind discuss how one can improve their self-awareness using the Johari window **[25 Marks]**

TOTAL 100

GOOD LUCK