

UNIVERSITY OF FORT HARE

**INTRODUCTION TO VARIOUS
LEVELS OF COMMUNICATION
CMS120**

SUPPLEMENTARY EXAMINATIONS

JANUARY 2019

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Time: 3 hours

Subject: INTRODUCTION TO VARIOUS LEVELS OF COMMUNICATION

Marks: 120

This paper consists of 2 pages including the cover page

Internal Examiners
PROF M CALDWELL

External Examiners
DR C. O'SHEA

INSTRUCTIONS

Answer ALL Questions

Answer ALL questions.

1. Describe the main features of the *structuralist* approach to communication theory, and explain how the structuralist approach corresponds to *linear* models of communication. 20
2. Illustrate and describe Jakobson's speech act model of communication, and provide an example of each function in the model. 20
3. Name and describe *three* theories that apply specifically to the *mass media* in mass communication. 20
4. Describe the main features of uses and gratifications theory, and briefly explain how it differs from stimulus-response theory. 20
5. Describe the outlook of normative theory and discuss this outlook in terms of at least three theories of the press. 20
6. Define and briefly describe the following concepts:
 - a. Ideology
 - b. Hegemony
 - c. Discourse; and
 - d. Explain how mass media messages and practices can be *ideological*. 20