JUNE EXAMINATION 2015

COURSE: Introduction to Communication

DEPARTMENT AND SCHOOL: Department of Communication Studies, School of Communication

SUBJECT CODE: CMS 1AA1/1A11

EXAMINERS:
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MODERATOR:
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THIS PAPER CONSISTS OF THREE (3) PAGES

THIS PAPER HAS FOUR (4) QUESTIONS. ANSWER TWO (2) OF THE QUESTIONS ONLY.

QUESTION 1

Comparatively discuss the impact of new communication technology on the interpersonal and group contexts of human communication. The following elements should be covered in your answer:

- Define and describe computer mediated communication, interpersonal and group communication.
- Discuss and compare how new communication technologies have altered or changed our understanding of the interpersonal and group communication contexts.
- Provide your own examples to support your answer.

(50) OR
QUESTION 2

Discuss the impact of culture on the process of human communication with reference to an appropriate case study. Your answer should include the following elements:

- Define and describe culture and intercultural communication.
- Discuss the five key aspects associated with the impact of culture on communication.
- Identify and describe possible barriers to effective intercultural communication.
- Provide your own examples to support your answer.

(50)

OR

QUESTION 3

Discuss the role of language in human communication with specific reference to pragmatics and the theory of Coordinated Management of Meaning (CMM). Your answer should include the following elements:

- Define and describe language and communication.
- Discuss pragmatics and the CMM theory.
- Provide your own examples to support your answer.

(50)

OR

QUESTION 4

Use Toulmin’s Argumentation Model to critically evaluate the persuasive arguments used in the UNHCR poster (appendix A). The following elements should be covered in your answer:

- Describe the six elements of the Toulmin Model.
- Describe three types of arguments.
- Use this model to identify the structure of the argument and indicate the type of argument used in appendix A.
- Identify and describe any possible fallacies present.

(50)

TOTAL: [100]
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