



COURSE: Introduction to Communication Theories

DEPARTMENT: Communication Studies

SUBJECT CODE: CMS2AA2/CMS 2A11

TIME: 2 Hours
MARKS: 100

EXAMINERS: Prof. PP Frassinelli and Mr. M Ngcongo

MODERATOR: Ms. Tamsin van Tonder

INSTRUCTIONS:

- Answer TWO of the following questions, one from Section A and one from Section B.
 - Read all the questions carefully before making your choice.
 - Your answers should be supported with the use of examples with which you are familiar.
 - Your essay should be between 3 and 4 pages in length.
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Section A

1. Discuss the differences and similarities between mass communication and mass self-communication using examples with which you are familiar.

(50)

2. Manuel Castells argues that nowadays, interpersonal, mass and mass-self communication coexist and interact with each other. What does he mean by this? You must illustrate your answer with examples with which you are familiar.

(50)

Section B

3. *The degree of directness and indirectness in an interaction is culturally determined.*

Critically discuss this statement in light of Face Negotiation theory's applicability to different South African contexts.

(50)

4. *To be oneself is to be authentic.*

With the above statement in mind, elaborate on how individual identification plays out through the lens of Impression Management Theory.

(50)

TOTAL: 100