



**COURSE:** Introduction to Communication

**DEPARTMENT:** Communication Studies

**SUBJECT CODE:** CMS1A11/CMS1AA1

**TIME:** 2 Hours

**MARKS:** 100

**EXAMINER:** Prof. N. Mboti and Dr. S. Barnabas

**MODERATOR:** Prof. P. P. Frassinelli

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**INSTRUCTIONS:**

1. Answer any **TWO** of the following questions.
  2. Read all the questions carefully before making your choices.
  3. Support your answers with **close reference to readings examined on the course** and to any other additional readings of your choice.
  4. Illustrate your answers with **relevant examples**.
  5. **Do NOT repeat material.**
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**Question 1**

What is communication and why is it important to study it? Refer to relevant readings and support each claim you make with concrete examples. (50)

**Question 2**

Discuss the theme of cultural identity and the clash of cultures in *Song of Lawino*. Refer to relevant readings and illustrate with concrete examples. (50)

**Question 3**

Discuss, with the use of relevant examples, the three modes of communication studied on this course. Support your answer with reference to the readings prescribed on the course. (50)

**Question 4**

Define mediated communication and **show**, using concrete examples, how at least four forms of media are used to communicate. Refer to relevant readings. (50)

**Question 6**

Discuss at least six techniques in *Song of Lawino* as they relate to the three modes of communication. Illustrate your answer with concrete examples (50).

TOTAL: [100]

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