



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF ARTS, THEOLOGY AND HERITAGE  
STUDIES**

**BACHELOR OF ARTS HONOURS DEGREE IN MEDIA AND  
DEVELOPMENT STUDIES**

**THEORIES OF COMMUNICATION AND THE MEDIA**

**HMDS 102**

**PART 1 SEMESTER 1 EXAMINATION**

**TOTAL MARKS [100]**

**DATE: DECEMBER 2022**

**TIME: 3 HOURS**

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**INSTRUCTIONS**

1. This paper has *five (5)* questions
2. Each question carries *100 marks*
3. Answer three (*3*) questions
4. Start each question on a new page

1. Examine the sources of messages at the various levels of communication. (100)
2. Discuss characteristics of any three models of communication you have studied. (100)
3. Analyse the three major similarities and differences between the Frankfurt school and the Birmingham school of thought. (100)
4. Identify two pressure groups in your society and discuss how they have influenced. (100)
5. Using the 'Uses and gratification' theory of media reception, assess the expectations of unemployed youth in community have on the media. (100)

*End of Paper*