



**NATIONAL UNIVERSITY OF LESOTHO
INSTITUTE OF EXTRA MURAL STUDIES
RESEARCH, EVALUATION & MEDIA DEPARTMENT
DIPLOMA IN MASS COMMUNICATION
2022/2023 ACADEMIC YEAR**

**MAC 0103 – Fundamentals of Communication – Year 1
First Semester Final Examination Paper**

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January 2023

Marks: 60

Time: 3 hrs.
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Instructions:

- Read all questions carefully before you answer.
- **In Section A, choose one (1) question.**
- **In Section B is compulsory.**
- Number your answers exactly the same way they appear on the question paper.
- Please ensure that you proof-read all your answers.
- Marks will be deducted for untidy and/or illegible handwriting and grammar mistakes.
- Each question must be answered on a separate page.

SECTION A – Choose one (1) question.

Question 1 (20 Marks)

Circle the correct answer.

- I. Sample texts used in a verbal communication do not include -----
- A. Traffic light.
 - B. Smoke signal.
 - C. Student result slip.
 - D. Radio news broadcast.
- II. The term 'text', as used in communication studies, refers to -----
- A. Hand-written words and numbers.
 - B. Representation of communicated subject.
 - C. Sub-titles on television news broadcasts.
 - D. None of the above.
- III. A key element of a communication process is a -----
- A. Communicated message.
 - B. Receiver of the message.
 - C. Sender of the message.
 - D. Requirement identified in various forms.
- IV. Samples of an 'internal noise' in a communication process include -----
- A. Noisy street.
 - B. Disrupting voice of a passer-by.
 - C. Hard-to-read hand writing and poor grammar.
 - D. Over-excitement and shock affecting a communicator.
- V. You are engaged in ----- form when you alone debate two options to take and eventually decide on them.
- A. An interpersonal communication.
 - B. An intrapersonal communication.
 - C. A non-verbal communication.
 - D. A public communication.
- VI. Which one of the following communication media groups is the earliest?
- A. Drawings, numbers and words.
 - B. Narratives, speech and storytelling.
 - C. Music, gesture and dance.
 - D. Cave painting and pigeons.
- VII. The most popular form of mass media in Lesotho is -----
- A. The Bible or a hymn book.
 - B. Prescribed school books.
 - C. Broadcast radio service.
 - D. Billboards or flyers.

VIII. A unique characteristic of mass communication, which makes it different from other types, is involvement of -----

- A. Various communicators working together.
- B. Spontaneous multiple audiences all over.
- C. Various professionals working together.
- D. Instant messages reaching far places.

IX. The term 'mass' in the case of mass media, refers to -----

- A. Professionals who interpret mass media texts.
- B. Unlimited replicates of the media audiences.
- C. Different forms of mass communication.
- D. Multiples of mass media stories.

X. Noises that result from cultural differences, thus differing meanings held by communicators in a communication event, are called -----

- A. Semantic noises.
- B. External noises.
- C. Internal noises.
- D. None of the above.

[20]

Question 2

Write 'T' for true and 'F' for false to identify each of the following statements as true or false:

- A. Spoken words pose an advantage over written ones in communication. [2]
- B. Verbal communication is in essence both oral and written. [2]
- C. Non-verbal communication relies on vocal notes to transmit messages. [2]
- D. Mass communication involves only one form of communication. [2]
- E. Communication concerns psychological rather than physical needs. [2]
- F. There is one correct definition of communication. [2]
- G. Successful communicators are born with their professional values. [2]
- H. Nonverbally communicated messages have utmost clarity for communicators. [2]
- I. A process of letter-writing is itself a complete communication process. [2]
- J. All participants in a communication process play common roles at all times. [2]

SECTION B – Answer all questions.

Question 3

- A. Sort-out the following samples into two lists of 'text' and 'media text' accordingly.
a) Audio clip, b) drumbeat, c) news bulletin d) voice. [4]
- B. Explain, with clear examples, any two (2) differences between the media and social media. [4]
- C. Mention any two (2) ways through which you, as a news producer, would improve news stories from social media for mainstream media. [4]
- D. Why would you prefer the media (television, radio or newspaper, etc.) to social media, or the other way, for security intervention on an emergency event? [4]
- E. State any one (1) advantage and any one (1) disadvantage of citizen journalism for your home community. [4]

Question 4

- A. List any four (4) career options for working in the local broadcast radio industry. [4]
- B. Which two (2) advantages does a broadcast radio have over the other two (mainstream) media (newspapers and television)? [4]
- C. State any one (1) community radio service found in Lesotho, and explain how it is different from a non-community radio service. [4]
- D. If you were to set up a community radio service for your preferred community, which two (2) ethical weaknesses would you guard against? [4]
- E. State two (2) reasons why the media are regulated in Lesotho. [4]