



NATIONAL UNIVERSITY OF LESOTHO
BACHELOR OF JOURNALISM & MEDIA STUDIES
JMS 1113 – FUNDAMENTALS OF COMMUNICATION

JANUARY 2024

MARKS 100

TIME: 3 HOURS

INSTRUCTIONS:

- Read all questions carefully before you answer.
 - **Section A is compulsory.**
 - **Choose any three (3) questions in Section B.**
 - Answer each question on a new page.
 - Marks will be awarded for correct grammar and spelling.
 - **Write legibly.**
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SECTION A – Compulsory. [40 marks]

QUESTION 1

Discuss the term communication. In addition, reflect on any two (2) of the various fields of communication.

[20]

QUESTION 2

It is generally acknowledged that issues caused by a sender, message transmission, message reception and receiver comprehension have a bearing on the effectiveness of communication process. Discuss this statement.

[20]

SECTION B – Answer any three (3) questions. [60 marks]

QUESTION 3

Consistency and feedback are some of the key principles of communication. In addition to these two, discuss three (3) other principles of communication highlighting their importance to the communication process.

[20]

QUESTION 4

Unpack the meaning of both verbal and non-verbal forms of communication. Illustrate the differences between the two forms of communication with examples.

[20]

QUESTION 5

You are planning to address the NUL community on the issue of protection of women and children's' rights. Indicate how you would segment your target audience as you implement pertinent communication activities.

[20]

QUESTION 6

What do the terms "the focus of communication," "the subject" and "being organized" refer to? Why are they important when addressing the issue of communication barriers?.

[20]

QUESTION 7

Briefly discuss **two (2)** of the following models of communication:

- Foulger's ecological model
- Lasswell's Model
- Lazarsfield's Stimulus Response Model
- Shannon and Weaver's Model

[20]