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| **Examination question paper:** | **July 2025** |

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| **Module code:**  **Component number:** | **MC6092**  **001** |
| **Module title:** | **Communication Theory** |
| **Module leader:** | **Helen Gabriel** |

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| **Date:** | **July 2025** |
| **Duration:** | **2 Hours** |

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| **Exam type:** | **Seen, Closed** |
| **Materials supplied:** | **Media examples (newspaper/magazine clippings) no notes allowed.** |
| **Materials permitted:** | **None** |
| **Warning:** | **Candidates are warned that possession of unauthorised materials in an examination is a serious assessment offence.** |

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| **Instructions to candidates:** | **Candidates should answer TWO questions in essay format.** |
|  | **ONE question in part A**  **& ONE question in part B** |
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|  | **Do not turn page over until instructed** |

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**MC6092 Communication Theory July 2025**

**Please answer TWO questions ONLY in essay format**

**ONE question in part A and**

**ONE question in part B**

**Each question has equal weighing 50 Marks per question**

**Please answer ONE question in part A**

**A1.** Critically discuss the current day relevance of the structuralist perspective of advertising and Roland Barthes contribution to the structuralist perspective? Illustrate your answer with the use of appropriate contemporary campaign examples.

**50 Marks**

**A2.** Rapidly shifting demographics demand that public relations professionals be attuned to demographic diversity so they can communicate competently with their audiences’ . Critically discuss the factors which contribute and effect the way the public relations profession address diversity and inclusion. Illustrate your answer with appropriate examples.

**50 Marks**

**A3.** Analytically we can distinguish two elements in news source situations: the sources purpose in entering the news encounter and the techniques used by sources for realizing their purpose’ (Palmer, 2000:47) Critically discuss and explain the relationship between source and motives using Palmer’s classifications? Illustrate these motives using recent, original example

**50 Marks**

**Please answer ONE question in part B**

**B1.** Explain and discuss the philosophical ethical issues behind codes and ethical policies in the professional practice of PR. Critically discuss whether ethical claims are truer in theory than in practice

**50 Mark**

**B2.** Explain and critically discuss Herman and Chomsky (1988) Propaganda model (PM). How relevant is the model to day? Illustrate & support your answer with examples.

**50 Marks**

**B3**. ‘The emergence of social media contributes to the tendency of blurring the boundaries between the public and the private sphere’ Salikov 2018 p91. Explain and critically discuss how Jürgen Habermas classic concept of the public sphere is being transformed through the use of social media ?Illustrate & support your discussion with current examples**.**

**50 Marks**

**Suggested sources**

**Part A**

**A1.** Fiske J. (2018) Introduction to communication studies Taylor & Francis Group chapter 7 Accessed via library

**A2.** Men L., Thelen P Qin Y. (2024 ) The impact of diversity communication on employee organizational identification and employee voice behaviors: A moderated mediation model Public Relations Review, Volume 50, Issue 4, Accessed via library

**A3.** Palmer J .(2000) Spinning into control: news values and source strategies. Studies in communication and society, London: Leicester University Press Available via web learn & library

**Part B**

**B1.** Tench R. Waddington (2021) Exploring public Relations & Management Communications 5th Edition Pearson’s chapter 13 Available via library e book

**B2** Klaehn J. (2002) A Critical Review and Assessment of Herman and Chomsky’s Propaganda Model. European Journal of Communication Vol 17(2) p.p. 147–182. Available via weblearn

**B3.** Salikov A. (2018) Hannah Arendt, Jürgen Habermas, and Rethinking the Public Sphere in the Age of Social Media Russian Sociological Review. 2018. VOL. 17. No.4 Available via weblearn.