

80



**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)**

**UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS**

**FOR THE DEGREE  
OF  
JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 108**

**COURSE TITLE: PHILOSOPHY OF COMMUNICATION**

**DATE: 13/03/2023**

**TIME: 3.00 pm-5.00 pm**

**INSTRUCTIONS TO CANDIDATES**

Answer **THREE (3)** questions. Question **ONE** is **COMPULSORY**.

TIME: 2 Hours

MMUST observes **ZERO** tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

### **Question ONE**

The philosophical basis of communication indicates it is the process by which thoughts, information and instructions are passed between people. Explain any five communication styles. (30 marks)

### **Question TWO**

To what extent do you approve or disapprove the sentiment 'which comes first, language or thought'? Justify your answer. (20 marks)

### **Question THREE**

"Misunderstandings don't exist; only the failure to communicate exists". Southeast Asian proverb. Examine this statement in the light of media practice. (20 marks)

### **Question FOUR**

Explain the underlying tenets of high-context and low-context communication. (20 marks)

### **Question FIVE**

Actions speak louder than words and often say all the wrong things. Discuss in the context of non-verbal communication (20 marks)