



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
2022/2023 SECOND SEMESTER EXAMINATION

DATE: June, 2023

COURSE TITLE: INTRODUCTION TO HUMAN COMMUNICATION

COURSE CODE: CMA 118

TIME ALLOWED: 2 HOURS

INSTRUCTION: Answer Question 1 and any other two questions

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1.
 - (a) According to Robert.T.Craig (1999), there are Seven Traditions in the Field of Communication Theory, List them. (7 marks)
 - (b) Explain any five of the traditions you listed above. (10 marks)
 - (c) Discuss any 2 from the definitions of human communication according to Marshall McLuhan in 1911. (3 marks)
 - (d) Discuss extensively how human communication was formed as treated in class (10 marks)
 2. Write short notes on the following complexities of human communication.
 - a. Cultural differences
 - b. Ambiguity
 - c. Multiple channels
 - d. Miscommunication
 - e. Feedback loops
 - f. Cross-cultural communication
 - g. Visual Communication
 - h. Mass Communication
 - i. Perception
 - j. Emotional factor(20 marks)
 3.
 - (a) Write out five organs used for producing speech. (5 marks)
 - (b) Identify and explain 5 functions of communication. (10 marks)
 - (c) Identify and briefly discuss 5 differences between human and non-human communication (5 marks)
 4. Discuss Max Muller's scientific theories of communication (20 marks)
 5.
 - (a) Discuss the roles of technology in human communication (5 marks)
 - (b) Discuss the three theories for understanding human communication. (15 marks)