



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
FIRST SEMESTER 2023/2024 EXAMINATION

DATE: January, 2024

COURSE TITLE: COMMUNICATION & CREATIVE MEDIA

COURSE CODE: CMA 105 TIME ALLOWED: 2 HOURS 30 Minutes

INSTRUCTION: Answer four (4) questions in all. Question 1 is compulsory

- 1a. State and discuss in details, the Shannon-Weaver theory of communication **(10marks)**
- 1b. Define Creative media and discuss 4 types that you know **(10marks)**
- 1c. List the steps required to become a Creative Artist **(5marks)**
2. Tell a story with the aid of a drawing. **(15marks)**
3. What is Visual Communication? List 5 advantages and 5 disadvantages of this type of Communication. **(15marks)**
4. List 5 media of communication that you know and their advantages. **(15marks)**
5. The Uses and Gratification theory of communication is user friendly. Discuss this assertion in relation to how people use the social media platforms. **(15marks)**
6. Communication can be without words. Explain in details, this type of communication with 5 examples. **(15marks)**