



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

DATE: January, 2024

COURSE TITLE: ESSENTIALS OF APPLIED COMMUNICATION

COURSE CODE: CMA 309 TIME ALLOWED: 2 HOURS

INSTRUCTION: Answer four (4) questions in all. Question 3 is compulsory

1. What is Health Communication? List and discuss 4 types of health communication taught in this course (15marks)

2. Write short notes on:

- Agricultural Communication
- Sports Communication
- Environmental Communication (15marks)

3. List and discuss 5 important communication skills required in Applied Communication. (10marks)

3b. Recall that you participated in a group work. Reproduce your group's submission here. (15marks)

4. *Applied communication "addresses or challenges the relationship between theory and practice in understanding communication in applied contexts. All theoretical and methodological approaches are welcome... agriculture/environment, communication instruction, family communication, gender issues, group communication, health communication, interpersonal communication, interracial and intercultural communication, legal communication, marketing and advertising, mass communication and media, organizational communication, persuasion, political communication, public relations, rhetoric, sports communication, technology, and urban planning." (Keyton 2005: 285)*

With your understanding of the above definition, discuss the following, highlighting their advantages: gender communication, urban communication, organisational communication, group communication and mass communication (15 marks)

5. The field of applied communication is very broad and nearly encompasses all other human fields of endeavour. Justify this assertion with relevant examples from family communication, intercultural communication and public relations.(15marks)

6. Applied Communication challenges the relation between theory and practice in understanding communication in applied contexts. Discuss this position in 3 paragraphs.(15marks)