



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
Bachelor of Arts in Communication
End of Semester Examination
BAC 1203
Interpersonal Communication

DATE: 3rd March 2017

Time: 08:45 – 10:45

Instructions

Answer all questions in the answer booklet provided.

Answer question one, and any other 2.

Each answer requires a comprehensive introductory statement.

Question one

(30 marks)

- i) The development of formal communication study is marked by various periods. With accurate introductory detail for each question, discuss:
- a) how the classical period influences modern day practice of the study and practice of interpersonal communication. (10 marks)
 - b) the gist of any interpersonal theory and its influences from the historical periods before the new age. (10 marks)
- ii) Discuss these terms as used in interpersonal communication:
- a) Relational dialectics (5 marks)
 - b) Personal disclosure (5 marks)

Question two (15 marks)

Below is an excerpt from a published paper. Read it and answer the questions that follow. References have been left out because the article is incomplete.

AN EXCHANGE THEORY MODEL OF INTERPERSONAL COMMUNICATION

Hubert Gatignon, The Wharton School, University of Pennsylvania
Thomas S. Robertson, The Wharton School, University of Pennsylvania

ABSTRACT -

A new model of interpersonal communication is proposed based on ... theory. This conceptualization is proposed as an alternative to the prevalent "two-step" model and is offered in order to encourage new research directions.

OVERVIEW

The consumer behavior literature on interpersonal communication is dominated by the Katz and Lazarsfeld (1955) "two-step" model. This conceptualization represented a major contribution in dispelling the "direct effects" model, which was prevalent in the late 1940s and early 1950s and which attributed considerable unmediated power to the mass media. Katz and Lazarsfeld's research recognized the importance of horizontal communication among peer groups in mediating the effects of mass media.

Nevertheless, Katz and Lazarsfeld may also have overstated the role of social processes, especially for low involvement products where information-seeking and social legitimation may be minimal and direct media effects may be common (Krugman 1965; Ray 1973; Robertson 1976). They may also have overstated the role of social processes for innovators, who must rely to a greater extent on mass media sources of information about innovations--given the lack of information among peers (Bass 1969; Gatignon and Robertson 1985).

- a) What motivated the writing of this paper? (3 marks)
- b) Justify 2 arguments on the likely conclusions of this paper, in the context of interpersonal communication? (6 marks)
- c) From an interpersonal communication perspective, discuss 2 ways in which you would challenge the two step flow model? (6 marks)

Question 3 (15 marks)

Cole (1996) discusses conflict and states that there are five types of conflict in interpersonal relationships.

- a) How is conflict be productive? (3 marks)
- b) Explain 2 types of conflicts that families are likely to encounter (6 marks) and how they can work towards solutions through communication. (6 marks)

Question 4 (15marks)

Think of a contemporary issue, local or international, and discuss it from an interpersonal communication view:

- a) What is the issue? (5 marks)
- b) What interpersonal communication theory can you use to explain it ? Give details of the how and why. (6 marks)
- c) What interpersonal communication conclusions can be drawn from it? (4 marks)