TITLE OF PAPER: MASS COMMUNICATION II

COURSE CODE: IDE-BAE 517

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

Answer THREE (3) questions.

Question One (1) is compulsory

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

QUESTION 1 (COMPULSORY)

In September 2015, world leaders adopted new development goals known as Sustainable Development Goals (SGDs). You are a communications officer assigned to promote and create awareness of the SDGs in Swaziland. Develop a strategy that you would employ to ensure promotion and awareness of the goals.

(25 Marks)

QUESTION 2

Discuss any five Sustainable Development Goals (SDGs) suggesting practical approaches that Swaziland would have to undertake to ensure that these are tackled and achieved by 2030.

(25 Marks)

QUESTION 3

Critically discuss how the entities listed below have played a part in stifling press freedom in Swaziland. Suggest practical ways to remedy the situation.

a) Business
b) Judiciary
c) Royalty
d) Government
e) Swazi Law and Custom

(25 Marks)

QUESTION 4

a) Discuss any four message formats on radio and/or television that can be embraced in development communication. Illustrate your answer by giving examples.

(12 Marks)

b) Write a critique of development programming on national radio in Swaziland. Suggest practical ways of improving such programming.

(13 Marks)

QUESTION 5

a) Discuss the limitations of mobile phones usage in development communication in the local context.

(10 Marks)

b) Discuss any five challenges of using the Internet in facilitating development in Swaziland.

(15 Marks)

QUESTION 6

a) Develop a 30-minute radio script for a programme promoting climate change. There should be a preamble to this script explaining in detail the subject matter, panel, etc.

(16 Marks)

b) Explain the following:

i)   A self-operated studio
ii)   A studio console
iii) Monitoring circuits

(9 Marks)