

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – NOVEMBER 2013

TITLE OF PAPER: MASS COMMUNICATION THEORY
COURSE CODE: JMC 231
TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

Describe either the era of Mass Society or Limited Effects espoused by Baran & Davis (2006) and critically analyse one of the era's key theories, highlighting two of its strengths and two of its weaknesses.

20 MARKS

QUESTION 2

Discuss two of the following significant influences on mass communication's history:

- a) Yellow Journalism
- b) Propaganda
- c) Agenda-Setting

20 MARKS

QUESTION 3

A. Critically analyse Gamble & Gamble's (1999) Reflective Thinking Framework as a tool for increasing effective problem-solving in groups.

B. List five considerations that group members should take into consideration when they utilize the framework.

20 MARKS

QUESTION 4

A. Compare and contrast Magic Bullet Theory and Harold Lasswell's Propaganda Theory.

B. Discuss two strengths and two weaknesses of propaganda theory as a whole.

20 MARKS

QUESTION 5

Discuss either Cost Benefit Theory or Social Penetration Theory espoused by Gamble & Gamble (1999) and explain the usefulness of the theory in relation to how we view our interpersonal relationships.

20 MARKS

QUESTION 6

Mass Society Theory makes assumptions about individuals, the role of mass media in society and social change. Explain, using five assumptions of the theory to illustrate your answer.

20 MARKS