

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – DECEMBER 2015

TITLE OF PAPER: MASS COMMUNICATION THEORY

COURSE CODE: JMC 231

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION ONE (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)

Discuss two of the following concepts that are critical in intrapersonal communication theories articulated by Dainton & Zelle (2005) using examples to illustrate your answer:

- a) In-Groups and Out –Groups
- b) Strategies for reducing uncertainty
- c) Convergence and Divergence

20 MARKS

QUESTION 2

Critically analyse the Social Penetration theory in relation to the stages of relationship development proposed by Gamble & Gamble (1999).

20 MARKS

QUESTION 3

Gamble & Gamble's (1999) Reflective Thinking Framework is a tool for increasing effective problem-solving in groups. Discuss how you would utilize this framework in a work situation and provide five considerations that should be made when doing so.

20 MARKS

QUESTION 4

Describe five types of propaganda and highlight the strengths and weaknesses of propaganda theory.

20 MARKS

QUESTION 5

Critically analyse the Mass Society theory as espoused by Baran & Davis (2006) and explain its relevance to present-day society's view of the mass media.

20 MARKS

QUESTION 6

Describe the Yellow Journalism and Muckraking era in relation to mass communication theory.

20 MARKS