

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FINAL EXAMINATION – MAY 2016

TITLE OF PAPER: MASS MEDIA AND SOCIETY

COURSE CODE: JMC 344

TIME ALLOWED: THREE (3) 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.

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

QUESTION 1

Critically analyse the normative perspective of mass communication theory by tracing its origins. Expose Social Responsibility theory as an example, discussing five of its principles.

QUESTION 2

Discuss five of the opportunities and challenges posed by the development of new information and communication technologies (ICTs) in an Information Society.

QUESTION 3

Describe two of the following concepts that influence the study of the relationship between mass media and society:

- Mediation role of the media
- Authoritarianism and Libertarianism
- Sociological perspectives of mass media
- Media sociology

QUESTION 4

Critically analyse Marketplace-of-ideas theory's assumption that '*if all information is available, good ideas will survive and bad ones will die*' and that '*people can tell good ideas from bad.*' What other weaknesses characterize this theory?

QUESTION 5

Describe five of the propaganda tactics or 'tricks of the trade' identified by the Institute of Propaganda Analysis (1937). Can they be applied to controversial contemporary issues in the local context with any success?

QUESTION 6

Critique the Spiral of Silence according to its strengths and limitations as a media effects theory.