

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
MAIN EXAMINATION - DECEMBER 2017

TITLE OF PAPER: INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: JMC 105

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.

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

Question 1

Write brief notes on the following

- a) Mass communication (5 marks)
- b) Mass media messages (5 marks)
- c) Feedback and noise (5 marks)
- d) Media reception (5 marks)

Question 2

Discuss the media system in Swaziland in terms of: diversity and pluralism, ownership and issues of freedom of the media (20 marks)

Question 3

Identify and describe five professions of mass communication. (20 marks)

Question 4

Critically evaluate how the internet and new technologies have revolutionised news writing processes. Use local and global examples. (20 marks)

Question 5

Explain the effects of mass communication at the individual and societal level. (20 marks)

Question 6

Compare and contrast any two models of human communication. **NB.** You should choose one transmission and one exchange model. (20 marks)