

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2007/8 EXAMINATION: MAIN

TITLE OF PAPER: INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: JMC 101

INSTRUCTIONS:

1. ANSWER QUESTION 1 PLUS TWO OTHER QUESTIONS
2. SPELLING AND GRAMMAR WILL COUNT IN GRADING.
3. EACH QUESTION CARRIES 20 MARKS
4. THIS PAPER CONSISTS OF 3 PAGES INCLUDING THE COVER PAGE.

TIME ALLOWED THREE HOURS

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

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ANSWER QUESTION 1 PLUS ANY 2 OF THE FOLLOWING QUESTIONS.

QUESTION 1 (COMPULSORY).

Discuss the four major models of communication and relate them to real life situations.

(20 marks)

QUESTION 2

State and describe at least four aspects of Lasswell's (1948) model of communication.

(20 marks)

QUESTION 3

Communication is a process. Explain as to what four of the elements entail.

(20 marks)

QUESTION 4

Discuss all the stages of newspaper production.

(20 marks)

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QUESTION 5

Describe the organization of the traditional television industry in terms of the following:

1. Production.
2. Distribution.
3. Exhibition.
4. Ownership

(5 marks each)