

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FINAL EXAMINATION QUESTION PAPER 2008/2009: MAIN

TITLE OF PAPER: INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: JMC 101

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

- 1. ANSWER QUESTION 1 PLUS 2 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.**

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JMC 101: INTRODUCTION TO MASS COMMUNICATION FINAL EXAM

QUESTION 1 (COMPULSORY) ANSWER QUESTION 1 PLUS ANY TWO OF THE FOLLOWING QUESTIONS

QUESTION 1

“Communication is a process”. Discuss at least five of the elements of the communication process. **(20 marks)**

QUESTION 2

Discuss all the stages of newspaper production. **(20 marks)**

QUESTION 3

State and describe at least five aspects of Lasswell’s (1948) model of communication. **(20 marks)**

QUESTION 4

In terms of the organization of the public relations industry, discuss public relations as it relates to the following:

- a) Business
 - b) Government and politics
 - c) Education
 - d) Investor relations
 - e) Non-profit organizations
- (20 marks)**

QUESTION 5

- f) As an editor of a prominent newspaper, explain at least five news values you would apply in your consideration of what constitutes newsworthy events. Please give examples to your answer. **(20marks)**