

**UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2009/10 FINAL EXAMINATION: MAIN**

TITLE OF PAPER: MEDIA PROFESSIONS AND TELECOMMUNICATIONS

COURSE CODE: JMC 106

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 2 pages including the cover page.**

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THE CHIEF INVIGILATOR**

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ANSWER QUESTION 1 PLUS ANY TWO OF THE FOLLOWING QUESTIONS.

Question 1 (Compulsory)

The mass media is said to shape attitudes, perceptions and beliefs, discuss how the media achieves this in terms of the following and give real life examples to illustrate your answer:

1. Creating stereotypes
2. The effects of heavy viewing

(20 marks)

Question 2

'Ethics are rules of conduct or principles of morality that point toward the best way to act in a situation'. Explain what you understand by the following with regard to mass communication:

1. "The principle of the Golden Mean.
2. The Categorical Imperative.
3. The Principle of Utility.
4. The Veil of Ignorance."

(5 marks each)

Question 3

a) Explain the following news genres and give examples to support your answer:

1. Hard news
2. Soft news
3. Investigative reports.

(5 marks each)

b) Discuss the differences between broadcast news and print media news.

(5 marks)

(20 marks)

Question 4

a) "In news gathering activities, the press often collides with the government and the rights of a free press sometimes come into conflict with the right of an individual to protect his/her reputation'. Explain the following terminology and give examples to support your answer:

1. Defamation
2. Libel Per quod

(10 marks)

b) Discuss the five things that an individual must prove in order to win a libel suit.

(10 marks)

Question 5

Media systems that exist in countries are directly related to the political system in that country. Discuss the four theories of the press and indicate which country you think is related to each given theory.