

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2009/2010 FINAL EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER: MASS COMMUNICATION THEORY**

**COURSE CODE: JMC 213**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS:**

Answer **THREE** questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

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

### **Question 1**

Discuss in detail if the media in Swaziland legitimize the power of the ruling elite thus maintaining the status quo. Illustrate your answer by giving examples. **(20 Marks)**

### **Question 2**

Explain the following:

- a) Yellow Journalism
- b) First Amendment
- c) Propaganda
- d) Bill of Rights
- e) Fourth Estate

**(20 Marks)**

### **Question 3**

Discuss in detail the political economy of the media in Swaziland and how the ownership patterns have impacted on the content of the media in the country. **(20 Marks)**

### **Question 4**

Using Swaziland as your case study, discuss critically, the impact of globalization on mass communication in developing countries. **(20 Marks)**

### **Question 5**

You are a programme manager at Population Services International (PSI) Swaziland responsible for male circumcision. Develop a strategy on how you would ensure that Swazis embrace this practice. This strategy should be discussed in line with the theories you were introduced to in mass communication.

**(20 Marks)**

**Question 6**

According to the Mass Society theorists the media were responsible for all the bad things in society. Critically analyse this assertion in the light of contemporary mass media in the local context. Use examples to support your answer.

**(20 Marks)**