

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: JULY 2011 SUPPLEMENTARY

TITLE OF PAPER: **MASS COMMUNICATION THEORIES**

COURSE CODE: JMC 221

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. Answer **three (3)** questions.
2. Write **legibly**, that is, **boldly** and **clearly**.
3. Evince the principles of **composition** and **grammar**.

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR.

JMC 221: MASS COMMUNICATION THEORIES

Each question carries 20 marks.

1. **Explain** FIVE parameters for examining mass communication theories; then, **apply** them to the Magic-bullet theory, Cultivation theory, or Uses and gratifications theory.
2. **Explain** FIVE criteria for evaluating mass communication theories; then **apply** them to the Libertarian theory, Dependency theory, or Aggressive cues theory.
3. **State** the categories of mass communication theories, as classified by Dennis McQuail; then, **name** ONE mass communication theory that falls under three of the categories.
4. **Discuss** the Agenda setting theory, with particular attention to its significance or implications for society and individuals.
5. **Explain** Littlejohn's four theoretical perspectives on communication, and **describe** two mass communication theories related to two of the perspectives.
6. **Write** CONCISE notes on FOUR of the following:
 - (i) Phenomistic theory
 - (ii) Multi-step flow theory
 - (iii) Gender/Feminist Media theory
 - (vii) Spiral of silence theory
 - (viii) Media intrusion theory
 - (ix) Knowledge-gap