

**UNIVERSITY OF SWAZILAND**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**2011/2012 FINAL EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER: HISTORY OF MEDIA IN SWAZILAND**

**COURSE CODE: JMC 104**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

Answer **THREE** questions.

Question One is compulsory.

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 (Compulsory)**

Swazi TV has not been popular compared to SABC television channels. Explain the historical factors underlying the failure of Swazi TV to be rated highly by their audiences. Give suggestions on how best Swazi TV can change its situation for the better.

**(20 Marks)**

### **Question 2**

Explain why the uptake of mobile telephony has been unprecedented in Swaziland.

**(10 Marks)**

Despite the fact that the uptake of mobile telephony has been phenomenal, there have been numerous challenges faced by subscribers in the use of the services of Mobile Telephone Network. Discuss these challenges.

**(10 Marks)**

### **Question 3**

Vernacular newspapers have not been quite popular locally. Explain their non-popularity, giving suggestions on how best it could be reversed.

**(20 Marks)**

### **Question 4**

Using a publication of your own choice as an illustration, explain why the following are important in the newspaper industry:

- i) Transport
- ii) Market Research
- iii) Printing Press
- iv) Advertising

**(20 Marks)**

**Question 5**

Discuss the history of the following newspapers:

- a) The Voice
- b) Business Sunday

**(20 Marks)**

**Question 6**

Explain the role of the following personages in the development of the media in Swaziland:

- a) Allister Miller
- b) John Ansell
- c) John J. Nquku
- d) Douglas Loffler

**(20 Marks)**