

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2011/2012

EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: JMC 105

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. Answer **FOUR** questions.
2. Number 1 is **COMPULSORY**
3. Write **legibly**, that is, **boldly** and **clearly**.
4. Evince the principles of **composition** and **grammar**.

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

**JMC 105: INTRODUCTION TO MASS COMMUNICATION**

1. Together, HUB's model of the mass communication process and Harless's diagram of mass communication as a social system capture most of the essential elements of mass communication by using terms that are quite concrete and specific.  
(40 marks)
  - (i) **List (itemize ONLY)** eight (8) of such terms in HUB's model. (5)
  - (ii) **List (itemize ONLY)** eight (8) of such terms in Harless's diagram. (5)
  - (iii) In FIVE or more sentences for each, **describe** five (5) different essential elements from one or both of your lists, beginning with its definition. (20)
  - (iv) **Give** examples of FIVE of the elements that you have listed with regard to mass communication in Swaziland. (10)
  
2. **Explain** the nature of the *technology* of the mass media, generally, and then **describe** one medium of mass communication, using three **specific** factors/items of your choice.  
(20 marks)
  
3. From your everyday experience and/or observation, **discuss** three SPECIFIC *effects* of mass communication on individuals (you, in particular) and society (the Swazi nation, in general).  
(20 marks)
  
4. *Function* is a word with many meanings. **Enumerate** the functions of mass communication, when **function** is used to mean (a) *purpose*, and (b) *activity*; and then **state** the differences between the messages in any TWO of the following sets of mass media messages, with regard to their functions. (20 marks)
  - (i) **News story and editorial**
  - (ii) **Advertisement and news release**
  - (iii) **Public notice and personal column**
  - (iv) **Newscast and cartoon**
  
5. **Identify** four types of mass media systems and **comment on** the media system of Swaziland and that of any other African country. (20 marks)
  
6. Answer A, B, or C. (20 marks)
  - A: **Describe** journalism and ANY other two professions of mass communication, based on THREE particular criteria/factors.
  - B: **Compare** the *mass media* and the *social media*, and **state** the significance of the Internet to both.
  - C: **Sketch** the nature and operations of *mass media organisations* OR that of their *adjuncts*, generally.