

UNIVERSITY OF SWAZILAND

6

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2011/2012

EXAMINATION QUESTION PAPER: SUPPLEMENTARY

TITLE OF PAPER: **INTRODUCTION TO MASS COMMUNICATION**

COURSE CODE: **JMC 105**

TIME ALLOWED: **TWO (2) HOURS**

INSTRUCTIONS:

1. Answer **FOUR** 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 105: INTRODUCTION TO MASS COMMUNICATION

Each question carries 25 marks.

1. **Explain** the functions of mass communication and **describe** ONE mass media message that is related to each of the functions.
2. **Describe** THREE professions of mass communication, and **list** THREE careers in each of them.
3. **Classify** the media of mass communication and **explain** FIVE of their characteristics.
4. **Present** HUB's model of mass communication and **describe** FOUR of its elements.
5. **Examine** the types of mass media systems across the world, and **comment** on the system of Swaziland.
6. **Discuss** specific effects that you know or believe THREE media of mass communication have on you.