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UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2011/2012

EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: **MASS COMMUNICATION THEORY**

COURSE CODE: **JMC 231**

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**.

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BY THE INVIGILATOR**

JMC 231: MASS COMMUNICATION THEORY

1. Whereas McQuail classifies mass communication theories on the basis of *type*, Baran and Davis classify them on the basis of *era*. Regardless of how we choose to classify mass communication theories, they all may be examined or evaluated according to certain parameters or criteria. **(40 marks)**
 - (i) **List and explain** the types of mass communication theories according to McQuail and **mention** one theory under **THREE** of the types. **(10 marks)**
 - (ii) **List and explain** the eras of mass communication theory according to Baran and Davis and **name** one theory that belongs to **THREE** of the eras. **(10 marks)**
 - (iii) **Explain** **THREE** parameters that may be used to examine mass communication theories and **THREE** criteria that may be used to evaluate them. **(20 marks)**

2. According to Littlejohn (1989), "Any theory of communication provides a particular perspective from which the process can be viewed." **State** the theoretical perspectives of Littlejohn and **name** one mass communication theory that falls under each perspective. **(20 marks)**

3. **Dissect** the "Four Theories of the Press" and **comment on** the press systems in Swaziland and South Africa in terms of these theories. **(20 marks)**

4. **Compare and contrast** the Agenda Setting theory and Cultivation theory, OR the Media Dependency theory and Media Intrusion theory. **(20 marks)**

5. We cannot understand mass communication theory without recognizing its multidisciplinary nature. **Examine** the contributions of sociology or psychology to mass communication theory. **(20 marks)**

6. According to Kurt Lewin, "There is nothing as practical as a sound theory." **Discuss** the practical application of **THREE** mass communication theories to your life, the operations of mass media organisations, OR our society, Swaziland. **(20 marks)**