

UNIVERSITY OF SWAZILAND

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FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FINAL EXAMINATION – MAY 2014

TITLE OF PAPER: MASS MEDIA AND SOCIETY

COURSE CODE: JMC 344

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.

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

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

Critically analyse with examples the theory of Political Economy of the media.

20 MARKS

QUESTION 2

Discuss Social Marketing Theory and highlight five of its features as outlined in the Hierarchy-of-Effects model.

20 MARKS

QUESTION 3

Critically analyze the concept of Globalization in relation to the media.

20 MARKS

QUESTION 4

Examine the strengths and weaknesses of the Spiral of Silence Theory.

20 MARKS

QUESTION 5

Critically analyse how the media business influences society.

20 MARKS

QUESTION 6

McQuail (2010) describes the mediation role that the mass media plays in society. Expound McQuail's description, then comment on it, stating whether or not it is neutral.

20 MARKS