

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES  
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
**FIRST SEMESTER, 20114/2015**  
EXAMINATION QUESTION PAPER: **MAIN**

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

COURSE CODE:           **JMC 105**

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

INSTRUCTIONS:           1. Answer **FOUR (4)** 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.

## INTRODUCTION TO MASS COMMUNICATION

Each question carries 25 marks.

1. Without doubt, we live in a world of *media convergence*.
  - (i) **Define** *media convergence*. (5 marks)
  - (ii) **Identify** and **explain** the types of media convergence. (15 marks)
  - (iii) **Comment** on the significance of media convergence. (5 marks)
2. **Present** HUB's model of mass communication and **explain** its components, with specific examples.
3. **Advance** arguments for OR against the assertion that, "Press freedom in Swaziland is robust," citing incidents to buttress your argument.
4. Every medium of mass communication has its own messages. For four (4) media of mass communication, **name** and **describe** four (4) of their messages.
5. Marshall McLuhan is well-known for the concept, *Global Village*, and the catchphrase, "*The medium is the message.*"
  - (i) **Define** the concept, *Global Village*, and **relate** it to your own experience. (10 marks)
  - (ii) **State** what McLuhan means by the term, "medium." (5 marks)
  - (iii) **Explain** the catchphrase, "*The medium is the message.*" with specific examples. (10 marks).
6. **Write** concise notes on FIVE of the following:
  - (i) Professions of mass communication
  - (ii) Effects of mass communication on individuals OR society
  - (iii) Mass media systems
  - (iv) Mass media organisations
  - (v) Functions of mass communication
  - (vi) Characteristics of the mass media
  - (vii) Feedback and noise in mass communication
  - (viii) Newspaper and magazine classifications