

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
SUPPLEMENTARY EXAMINATION – JUNE 2015

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.

ANSWER QUESTION 1 AND ANY OTHER TWO QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

QUESTION 1

Critically analyse Normative theory's Marketplace-of-Ideas concept and discuss its limitations.

QUESTION 2

In the context of globalization, what is your view with regard to whether local culture becomes globalized or global culture becomes localized? Explain the media's role in this.

QUESTION 3

Discuss the statement that "*...people holding views contrary to those dominant in the media are moved to keep them to themselves for fear of rejection.*" (Baran & Davis, 2006: 321). Illustrate your answer with relevant examples.

QUESTION 4

Describe five challenges posed by the development of new information and communication technologies and networks in an "*Information or Network Society.*"

QUESTION 5

Critique the Social Responsibility theory and discuss its strengths and limitations.

QUESTION 6

Discuss the sociological perspective of mass communication.