

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2015/2016

EXAMINATION QUESTION PAPER: **MAIN**

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

COURSE CODE: **JMC 105**

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

INSTRUCTIONS:

1. Answer **THREE (3)** 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

Question 1 carries 40 marks, others 30 marks each.

1. As a special form of human communication, *mass communication* has certain models that better capture its nature, certain functions that are peculiar to it, and certain effects on society and parts thereof.
 - (i) **Draw and describe** one model of mass communication. (15)
 - (ii) **Identify and explain** the functions of mass communication, according to Harold D. Lasswell. (10)
 - (iii) **Sketch** the effects of mass communication, in terms of its “functions and dysfunctions” as articulated by Charles Wright; then, **explain** them BRIEFLY. (15)
2. **Discuss** journalism and ONE other profession of mass communication, based on FOUR criteria.
3. **Demonstrate** the multi-disciplinary nature of mass communication by **examining** it from the point of view of, or with the terminology of, TWO of the following subjects: Politics, Economics, Sociology, Literature, History, Biology, and Geography.
4. **Answer A or B.**
 - A: Describe** *mass media systems* by using Siebert, Peterson and Schramm’s seminal *Four Theories of the Press* OR any other paradigm of your choice.
 - B: Describe** the mass media system of Swaziland, with particular reference to its political philosophy, distribution/concentration, and ownership-cum-control.
5. **Explain** the concept of *media convergence* and distinguish *mass media* from *social media*.
6. **Write** CONCISE notes on FOUR of the following:
 - (i) Mass media messages
 - (ii) Feedback and noise in mass communication
 - (iii) Formal and informal controls in mass communication
 - (iv) Mass media organisations
 - (v) Mass media audience
 - (vi) Significance of mass communication in society