

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**FIRST SEMESTER, 2016/2017**

EXAMINATION QUESTION PAPER: **MAIN**

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

COURSE CODE: **JMC105**

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

INSTRUCTIONS:

1. Answer **THREE (3)** questions.
2. Number 1 is **COMPULSORY**.
3. Write **legibly**, that is, **boldly** and **clearly**.
4. Evince the principles of **composition** and **grammar**.

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED  
BY THE INVIGILATOR.**

## JMC105: INTRODUCTION TO MASS COMMUNICATION

Question 1 carries 40 marks; every other question carries 30 marks.

1. The *media of mass communication*, otherwise known as the **mass media**, are essentially bearers of **messages** which are produced by **mass media organisations**.
  - (i) **Identify** the various mass media; then, **describe** FOUR of them, according to FIVE characteristics. **(15 marks)**
  - (ii) **Name** FOUR mass media messages; then, analyse each of them, based on four criteria **(15 marks)**
  - (iii) **Comment on** the quality of the messages of mass media organisations in Swaziland. **(10 marks)**
2. **Discuss** the process of mass communication, based on two models that deal with it, specifically.
3. Mass communication is an *especial* type of **human communication**. **Examine** the characteristics of mass communication that distinguish it from other types of human communication, with particular regard to the FOUR basic elements of communication.
4. Answer **A** or **B**.

**A: Discuss** five theories of the Press, including the original four theories articulated by Siebert, Peterson and Schramm (1956).

**B: Analyse** mass media systems, based on Wiio's (1983) typology.
5. **Classify** the effects of mass communication, based on two factors; then, describe the types of effects that derive from one of the two factors you have used for your classification.
6. Write **concise** notes on FIVE of the following items.
  - (i) Gatekeepers in mass communication
  - (ii) Adjuncts of the mass media
  - (iii) The multidisciplinary nature of mass communication
  - (iv) Professions of mass communication
  - (v) Feedback and noise in mass communication
  - (vi) Social media and mass communication
  - (vii) Controls in mass communication
  - (viii) Mass communication research