

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2016/2017

EXAMINATION QUESTION PAPER: **RESIT**

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

COURSE CODE: **JMC105**

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

INSTRUCTIONS:

1. Answer **FOUR** 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.

JMC105: INTRODUCTION TO MASS COMMUNICATION

Each question carries 25 marks.

1. **Examine** the process of mass communication, based on the models of HUB and Westley/MacLean.
2. **Discuss** four professions of mass communication, relating your discussion to Swaziland.
3. **Explain** the characteristics of mass communication, with particular attention to four of the basic elements of communication.
4. **Name** FIVE mass media messages, and, **analyse** each of them; then **comment on** the significance of messages in mass communication.
5. **Describe** mass media systems across the world, according to TWO typologies or schemes of your choice.
6. **Compare** four mass media in terms of FIVE characteristics.