

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – DECEMBER 2016

TITLE OF PAPER: **MASS COMMUNICATION THEORY**
COURSE CODE: **JMC 231**
TIME ALLOWED: **TWO (2) HOURS**

INSTRUCTIONS:

1. ANSWER QUESTION ONE (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.

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

Critically analyse the Social Penetration and Cost-Benefit theories used by Gamble and Gamble (2006) to explain interpersonal relationship development.

20 MARKS

QUESTION 2

Describe two of the concepts below with regard to their relevance to communication theory:

- Objective and Interpretive approaches
- Communication Accommodation
- Models of Communication

20 MARKS

QUESTION 3

Critically analyse the five early stages of relationship development and explain how gender and culture influence relationships.

20 MARKS

QUESTION 4

Discuss the strengths and weaknesses of one of the early mass communication theories and explain if it is still relevant in contemporary times.

20 MARKS

QUESTION 5

Critically analyse the four functions of effective group decision-making proposed by Em Griffin (2006).

20 MARKS

QUESTION 6

Discuss five of Stephen Littlejohn's (2002) criteria, which are used in evaluating whether a theory is 'good or strong.'

20 MARKS