

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**SECOND SEMESTER, 2016/2017**

EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER: **MASS MEDIA MANAGEMENT**

COURSE CODE: **JMC405**

TIME ALLOWED: **THREE (3) HOURS**

INSTRUCTIONS:

1. Answer **FOUR (4)** 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.

**JMC405: Mass Media Management**

**Answer four QUESTIONS. Each question carries 25 marks.**

1. **Examine** the nature of the *systems* or *grand elements* that constitute the basis for the three main levels of mass media management; then **state** their key pursuits.  
**OR**  
**Analyse** the essential functions of the three main levels of mass media management; then, **comment on** the characteristics of these levels.
2. Depending on the nature of their societies, nations qua Government set up various organs for managing their mass media.
  - (i) **Classify** such organs, generally, and **describe** their functions.
  - (ii) **Name TWO** of such organs that exist in Swaziland and **comment on** them.
3. **Analyse** FIVE functions of management, systematically, and **describe** how you would apply each to the management of a **specific type** of mass media organisation.
4. **Discuss** THREE vital operations of a newspaper organisation or a radio/television station; then, **formulate** the policies for one of the two media organisations.
5. There are certain fundamental factors and issues that are involved in the management of mass media systems, that is, mass media management at the national level. **State** FIVE of such factors/issues; then **discuss** them in the context of Swaziland.
6. **Write** CONCISE notes on FIVE of the following.
  - (i) Mass media policies
  - (ii) Control in mass media organisations
  - (iii) Financial management in mass media organisations
  - (iv) Unique characteristics of mass media organisations
  - (v) ITU
  - (vi) Managing mass media personnel
  - (vii) UNESCO and NWICO
  - (viii) Promoting a named mass media organisation