

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2016/2017

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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 4 questions. Each question carries 25 marks.

1. **Examine** the crucial factors at play in the management of mass media organisations and the management of mass media systems.
2. **Discuss** the foci and *density* of mass media management at its various levels.
3. **Analyse** the *management process*, explaining its key functions; then **discuss** the *skills* of management.
4. The various operations of mass media organisations revolve around certain elements, which are traditionally referred to as the *Ms* of management or organisations. For each M, **discuss** the nature of the operation that deals with it.
5. **Explain** the aspects of the central activity of mass media organisations and **describe** the unique characteristics of these organisations.
6. **Describe** the work of FIVE agencies charged with the responsibility for formulating and implementing policies for national mass media systems; then **discuss** the controversies that surround their work.