

UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**FIRST SEMESTER, 2018/2019**

EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER: INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: JMC 105

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. Answer **THREE (3)** questions.
2. Question 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.

## INTRODUCTION TO MASS COMMUNICATION

Answer THREE questions. Number 1 carries 40 marks, others 30 marks each.

1. The *elements* and *process* of **mass communication** are manifested in specific terms in its various *professions*.
  - (i) **List** FOUR basic elements of mass communication, using the appropriate terminology; then, **describe** each one. **(15 marks)**
  - (ii) **Explain** the process of mass communication, using the appropriate terminology. **(10 marks)**
  - (iii) **Enumerate** the professions of mass communication; then, **describe** ONE of them in terms of its process and practitioners. **(15 marks)**
2. **State** the functions of mass communication, according to Lasswell (1949), **explain** them, and then **describe** one *mass media message* related to each function.
3. Every country has its own *mass media system*. **Identify** the basic categories of mass media systems across the world; then **explain** the factors involved in the classification of mass media systems.
4. **Choose** one kind of *mass media organisation* and **analyse** its *structure* and *operations*.
5. **Classify** the effects of mass communication and **discuss** TWO specific kinds of mass media effects.
6. Answer **A** or **B**.

**A:** **Explain** why you agree or disagree with this statement: "The Internet is a medium of mass communication, that is, a *mass medium*."

**B:** **Illustrate** two models of the process of mass communication; then **use** them to explain how mass communication works.