

UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2018/2019

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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

COURSE CODE: **JMC105**

TIME ALLOWED: **TWO (2) 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.

JMC 105

Answer four questions. Each question carries 25 marks.

1. **Present** two models of the process of mass communication; then use them to **explain** how mass communication works.
2. **State** whether you agree with the position that the Internet is a medium of mass communication and **give reasons** for your stance.
3. **Analyse** the structure and operations of newspaper OR magazine publishing house, a radio OR television station, or an advertising agency OR a public relations firm.
4. **Describe** four forms of mass media effects.
5. Mass media messages are based on the traditional quartet of mass communication functions. For each of the quartet, **identify** and **describe** one mass media message.
6. **Describe** one paradigm of mass media systems, with particular attention to Eswatini.