

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
MAIN EXAMINATION – DECEMBER 2019

TITLE OF PAPER : MASS COMMUNICATION THEORY

COURSE CODE : JMC 231

TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS

- 1. ANSWER ANY FOUR QUESTIONS**
- 2. EACH QUESTION CARRIES 25 MARKS**
- 3. THIS PAPERS CONSIST OF THREE (3) PAGES, COVER PAGE INCLUDED**

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRNTED BY
THE INVIGILATOR**

ANSWER ANY FOUR QUESTIONS.

EACH QUESTION CARRIES 25 MARKS

QUESTION 1

“Freedom of expression under the Social Responsibility Theory is not an absolute right, as under pure Libertarian Theory. One’s right to free expression must be balanced against the private rights of others and against vital society interest.”

Agree or disagree with the above statement from Siebert *et al* (1956) using the assumptions of the Social Responsibility Theory to illustrate your answer.

QUESTION 2

Using the Stereotype Theory, explain the need to contextualise media representations. Use examples to illustrate your answer.

QUESTION 3

Discuss the concept of “media pluralism” and evaluate whether, in your view, the media in Eswatini are pluralistic or not.

QUESTION 4

People seek out the media for various reasons. In relation to the Uses and Gratifications theory, explain why audiences use the media.

QUESTION 5

The mass media, in modern society, are often largely responsible for bringing new items (products, ideas, interpretations, beliefs) to the attention of people who eventually adopt them.

Explain the basic propositions of the Diffusion of Innovations theory. Use a particular innovation, idea, belief or product as an example to illustrate your answer.

QUESTION 6

You are the editor of a national media outlet whose mandate is to promote government set national goals and support particular forms of cultural identity.

Making reference to one particular national goal or form of cultural identity, explain how you would follow the basic assumptions of the Development Theory to achieve this purpose.