

**UNIVERSITY OF ESWATINI**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**FIRST SEMESTER 2019/2020**  
**EXAMINATION QUESTION PAPER: RESIT**

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**TITLE OF PAPER:       COMMUNITY BROADCASTING**  
**COURSE CODE:         JMC 415**  
**TIME ALLOWED:        TWO (2) HOURS**

**INSTRUCTIONS:**

1. ANSWER QUESTION ONE (1) AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF FOUR (4) PAGES, COVER PAGE INCLUDED.

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

**QUESTION 1** (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

Discuss initiatives that UNESWA can make to ensure human resource, infrastructure and financial sustainability for your campus radio station, *UNESWA Campus Radio*.

**20 MARKS**

**QUESTION 2**

Describe the features and principles of community broadcasting.

**20 MARKS**

**QUESTION 3**

Discuss the process of establishing a governing structure for a community television station.

**20 MARKS**

**QUESTION 4**

Critically analyse community radio or television broadcasting as 'alternative media.'

**20 MARKS**

**QUESTION 5**

Analyse your own community from a sociological perspective, making reference to four of the six cultural dimensions. Would it benefit from community TV?

**20 MARKS**

**QUESTION 6**

Elaborate on the following aspects that an Initiator/ Facilitator for a community broadcasting station needs to consider:

- Criteria for selecting a Core Group/ Team of Facilitators
- Terms of Reference for activities of the Core Group /Team

**20 MARKS**