

Course Code: IDE-BAE 405 1& 2 (M) 2005

UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
BACHELOR OF EDUCATION (ADULT EDUCATION)
FINAL EXAMINATION PAPER, MAY 2005

TITLE OF PAPER : **MASS COMMUNICATION**

COURSE CODE : **IDE-BAE 405 1&2**

TIME ALLOWED : **THREE (3) HOURS**

INSTRUCTION :

1. **ANSWER ANY FOUR (4) QUESTIONS.**
2. **NEATNESS, GRAMMAR AND SPELLING WILL COUNT IN GRADING.**
3. **EACH QUESTION CARRIES 15 MARKS.**
3. **THIS PAPER CONSISTS OF TWO PAGES, COVER PAGE INCLUDED.**

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

QUESTION 1

Mass Communication has a number of functions. Outline the functions of Mass Communication.

QUESTION 2

Give reasons why Radio is the most popular medium in Swaziland.

QUESTION 3

Describe the models of communication and their shortfalls.

QUESTION 4

Classify the different types of press systems and the countries in which they are applied

QUESTION 5

McQuail (1987) highlights four factors inhibiting application of the original four normative theories of the press. Discuss these factors in detail giving examples.

QUESTION 6

Using examples from the UN Declaration of Human Rights, the African Charter on Human and Peoples Rights, and the Windhoek Declaration 1991, discuss freedom of the press.

QUESTION 7

Outline ethical considerations to be taken into account when reporting.