

Course Code: IDE-BAE 405 (M) 2006

UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
BACHELOR OF EDUCATION (ADULT EDUCATION) YEAR V
FINAL EXAMINATION PAPER, MAY 2006

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

COURSE CODE : **IDE-BAE 405**

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

INSTRUCTION : **1. ANSWER ANY FOUR (4) QUESTIONS.**
2. EACH QUESTION IS WORTH 15 MARKS.

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

QUESTION 1

Give a detailed explanation of the characteristics of the following media:

- | | |
|----------------|-----------|
| (a) Newspaper | (5 marks) |
| (b) Radio | (5 marks) |
| (c) Television | (5 marks) |

QUESTION 2

Outline the various mass communication models illustrating each model with a diagram.

QUESTION 3

Discuss various situations that involve plagiarism.

QUESTION 4

Johan Retief has given some “reason why ethics is not an easy matter”. Explain in detail what these reasons are.

QUESTION 5

Explain the importance of the Windhoek Declaration.

QUESTION 6

What tips should you take into account when writing a radio script.

UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
IDE - ADULT EDUCATION
MAIN EXAMINATION PAPER MAY 2006

TITLE OF PAPER : PUBLIC RELATIONS 1 & 2
COURSE CODE : BAE 406 - 1 & 2
DEGREE AND YEAR : BAE V
TIME ALLOWED : THREE (3) HOURS
INSTRUCTIONS : 1. TOTAL NUMBER OF QUESTIONS IN THIS
PAPER IS SIX (6)
2. ANSWER ANY FOUR (4) QUESTIONS
3. THE MARKS TO BE AWARDED FOR EACH
QUESTION ARE AS INDICATED
ALONGSIDE THE QUESTION

NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN
ENGLISH AND FOR ORDERLY AND NEAT PRESENTATION OF
WORK. FURTHER MARKS WILL BE AWARDED FOR THE USE OF
RELEVANT EXAMPLES

SPECIAL REQUIREMENTS: NONE

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO SO HAS
BEEN GRANTED BY THE INVIGILATOR.

1. "Public opinion is the concern of only the relevant publics." Using any issues from your environment, discuss this statement with regards to the theory of public opinion. What are the factors that influence the formation of public opinion? **[25 marks]**

2. You are the communications expert in your organisation. How would you go about preparing a public relations campaign plan for a fundraising event that your organisation is organising? Choose any event **[25 marks]**

- 3a). Distinguish between ethics and law **[5 marks]**
b). What are the factors that distinguish a lawyer's advice from a public relations practitioner's? **[10 marks]**
c). What factors must be present for defamation or libel to qualify as such? **[10 marks]**

4. Writing is probably one of public relations' most challenging tasks. Discuss the steps used in writing a press release. How does this differ from writing feature articles? **[25 marks]**

- 5a). Discuss the obstacles facing a government public relations practitioner **[10 marks]**
b). Show how the elements in the communications process can be used to communicate to a group of farmers to educate them on the proper crops to grow **[15 marks]**

- 6a). Discuss the things that employees expect from their organisations **[15 marks]**
b). What are some of the commonly used employee communications tools **[10 marks]**.