

**UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM And
MASS COMMUNICATION**

FINAL EXAMINATION 2007

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

COURSE CODE: BAE 405

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

- 1. Answer Question 1 and any three (3) other questions*
- 2. This paper consists of two pages, cover page included.*

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

Question 1 COMPULSORY

Fourie has defined a number of terms concerning mass communication. How does Fourie define the following terms:

- (a) Who is the communicator? (2 marks)
- (b) What do we mean by "medium"? (2 marks)
- (c) What is the message? (2 marks)
- (d) What do we mean by "audience"? (2 marks)
- (e) What do we mean by the "mass" in mass communication? (2 marks)
- (f) What do we mean by "communication" in mass communication? (2 marks)
- (g) What do we mean by "public sphere", "publicness" and "democracy"? (3 marks)
- (h) What do we mean by "meaning", "understanding" and "mediation"? (3 marks)
- (i) What do we mean by "mass/popular culture"? (2 marks)

Total: (20 marks)

Question 2

Describe theories of the press which are sometimes referred to as normative theories of the press.

(10 marks)

Question 3

Radio remains as one of the most powerful means of communication. Describe the most important characteristics of radio as outlined by Franz Kruger.

(10 marks)

Question 4

Outline the role of the various media in national development.

(10 marks)

Question 5

Some writers have concluded that ethics are not an easy matter. Describe the most frequent ethical problems encountered in society.

(10 marks)

Question 6

Describe the characteristics of a good interview.

(10 marks)