

**UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION**

DEPARTMENT OF ADULT OF EDUCATION

FINAL EXAMINATION MAY 2008

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 three pages, cover page included.*

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

Answer question 1 and any three (3) other questions

Question 1 (Compulsory)

Peter Fourie has defined some important terms frequently used in mass communication. How has he defined the following terms:

- (a) Communications (2 marks)
- (b) Medium (2 marks)
- (c) Message (2 marks)
- (d) Audience (2 marks)
- (e) "Mass" in mass communications (2 marks)
- (f) Communication (2 marks)
- (g) Public Sphere (2 marks)
- (h) Publicness (2 marks)
- (i) Democracy (2 marks)
- (j) Meaning (2 marks)

Total (20 marks)

Question 2

Reproduce the Shannon and Weaver's (1949) information model.

(10 marks)

Question 3

The media can be used for development of Swaziland. Discuss programs on radio or television which you feel promote development.

(10 marks)

Question 4

Discuss ethical problems which face media practitioners in their work.

(10 marks)

Question 5

What do you understand by the word “edutainment”? Indicate how this concept can be used to educate people. (10 marks)

Question 6

Explain the relationship that Public Relations and Advertising have with the mass media. (10 marks)

Question 7

Explain the characteristics of radio as a medium of communication. (10 marks)