

**UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION**

DEPARTMENT OF ADULT EDUCATION

FINAL EXAMINATION MAY 2009

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**

QUESTION 1 [COMPULSORY]

“Pieter Fourie discusses normative theories of the press which have been the subject of many scholars.” Give a clear analysis of these theories showing how they have developed over the years.

[20 marks]

QUESTION 2

Questions related to a definition of mass communication demand a constant focus on what words mean. Answer the following questions related to definitions:

- (a) Who is the communicator?
- (b) What do we mean by “medium”?
- (c) What is the message?
- (d) What do we mean by “audience”?
- (e) What do we mean by the “mass” in mass communication?
- (f) What do we mean by “communication” in mass communication?
- (g) What do we mean by “public sphere”?
- (h) What do we mean by “meaning”?
- (i) What do we mean by “mass/popular culture”?

[10 marks]

QUESTION 3

“Electronic and print media have certain characteristics.” Discuss the characteristics of the following media:

- (a) Radio
- (b) Television
- (c) Newspapers

[10 marks]

QUESTION 4

- (a) List twenty development programs broadcast in the SiSwati service.
- (b) Explain the development they intend to promote.

[10 marks]

QUESTION 5

Discuss ethical problems that you encounter at your work place.

[10 marks]

QUESTION 6

What do you understand about the two step flow of information?

[10 marks]