

**UNIVERSITY OF SWAZILAND**

**INSTITUTE OF DISTANCE EDUCATION**

**BACHELOR OF ADULT EDUCATION YEAR V**

**FINAL EXAMINATION PAPER 2010**

**TITLE OF PAPER: MASS COMMUNICATION**

**COURSE CODE: IDE-BAE 405**

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

**INSTRUCTIONS: ANSWER ANY FIVE QUESTIONS**

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

**QUESTION 1**

Radio, Television and Newspapers are the most common mass media communication means used in Swaziland.

- ◆ Discuss their important characteristics (10)
- ◆ Provide advantages and disadvantages of each (10) [20 Marks]

**QUESTION 2**

Explain the importance of the Windhoek Declaration to mass communication [20 Marks]

**QUESTION 3**

- ◆ Identify and discuss two models of mass media communication with examples in adult education on how they work (15)
- ◆ Identify and outline the differences of the two models above (5) [20 Marks]

**QUESTION 4**

In mass media communication, many times one has to conduct an interview. Describe five characteristics of a good interview.

[20 Marks]

**QUESTION 5**

In a communication setting, a number of words (describing communication processes) are used. Briefly describe the following with an example related to adult learning communication settings:

- i. Communicator
- ii. Medium
- iii. Message
- iv. Audience
- v. Mass
- vi. Communication
- vii. Public sphere
- viii. Meaning
- ix. Channel
- x. Media

[20 Marks]

**QUESTION 6**

- i. Explain Freedom of the Press (5)
- ii. Discuss with examples the effects of freedom of the press in Swaziland (15)

[20 marks]

**QUESTION 7**

- i. As a change agent involved with adult populations, explain the relationship that public relations and advertising have with the mass media (10)
- ii. Discuss two mass mediums that you can use and how to create a conducive public relations atmosphere with the groups you deal with (10)

[20 Marks]

**QUESTION 8**

- i. Discuss "Edutainment" in relation to programme design and development for adult learners (10)
- ii. Elaborate how this can be used to educate people in a community setting (10)

[20 Marks]