

UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION
DEPARTMENT OF ADULT EDUCATION
2010/2011 FINAL EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: MASS COMMUNICATION THEORY
COURSE CODE: BAE 405 1 & 2
TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

- Answer **THREE** questions.
- Spelling and grammar will count in grading.
- Use your own examples to illustrate your answer(s).

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

Question 1 (Compulsory)

Develop a multi-media campaign on male circumcision for the Ministry of Health in Swaziland.

(20 Marks)

Question 2

Discuss in detail the role of the following in facilitating development.

- i) Internet
- ii) Radio

(20 Marks)

Question 3

Analyse critically the state of press freedom in Swaziland.

(20 Marks)

Question 4

Explain the following giving examples to illustrate your answer:

- i) Multiplicity
- ii) Edutainment
- iii) Vox Pop
- iv) Mass Communication

(20 Marks)

Question 5

- i) Explain all the equipment you would need to produce a radio programme.
- ii) Discuss the characteristics of a good interview

(20 Marks)

Question 6

- i) Using television as an example, explain the various stages of Shannon and Weaver's model of communication.
- ii) Explain the types of noise that are identified with television

(20 Marks)