

UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION
DEPARTMENT OF ADULT EDUCATION
2011/2012 FINAL EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: MASS COMMUNICATION

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

You are a programme manager at Family Life Association of Swaziland (FLAS) responsible for male circumcision. Develop a strategy on how you would ensure that Swazis embrace this practice. This strategy should be discussed in line with the theories you were introduced to in mass communication.

(20 Marks)

Question 2

Discuss in detail factors that constitute a participatory approach to development, giving examples to illustrate your answer.

(20 Marks)

Question 3

Is press freedom a myth or reality in Swaziland? Discuss, aiding your answer with examples.

(20 Marks)

Question 4

Discuss the various situations that involve plagiarism giving examples to illustrate your answer.

(20 Marks)

Question 5

Critically assess the role of radio in facilitating development in Swaziland.

(20 Marks)

Question 6

Discuss some of the challenges of using the Internet in enhancing development in Swaziland.

(20 Marks)