

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF EDUCATION**  
**DEPARTMENT OF ADULT EDUCATION**  
**2012/2013 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 (Compulsory)**

You have been appointed Communication's Manager at National Malaria Control Programme. At a briefing by the Programme Director, you are informed of various challenges in the quest towards malaria elimination such as minimal use of protective nets and failure to take malaria tablets (Chloroquine) by people visiting malaria prone areas. Develop a communication strategy to ensure that people change their behaviour resulting in the use of nets and taking chloroquine.

**(20 Marks)**

**Question 2**

Discuss in detail how the Internet and mobile phones can be mobilized to facilitate development in Swaziland.

**(20 Marks)**

**Question 3**

Explain how the following stifle press freedom:

- a) Culture
- b) "Labadzala"
- c) Respect
- d) Government

**(20 Marks)**

**Question 4**

Explain the following, giving examples to illustrate your answer:

- i) Access to information
- ii) Multiplicity
- iii) Conflict of Interest
- iv) Modernisation
- v) Media Ethics

**(20 Marks)**

**Question 5**

Write a critique of the state of the media in the country using examples to support your answer.

**(20 Marks)**

**Question 6**

- a) Develop a 15-minute radio script for a health programme on living positively with HIV and AIDS.

**(10 Marks)**

- b) Discuss the characteristics of a good interview.

**(10 Marks)**