

UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION
DEPARTMENT OF ADULT EDUCATION
2013/2014 MAIN EXAMINATION QUESTION PAPER

TITLE OF PAPER: MASS COMMUNICATION

COURSE CODE: BAE 514 - 1

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

Answer FOUR Questions.

Question One is COMPULSORY.

Use your own examples to illustrate your answers.

QUESTION 1 (Compulsory)

You are a Communication Officer employed by the Ministry of Health. In the course of your duties you are notified that there is an outbreak of cholera in some parts of the country.

- a) Suggest the ideal media that you could use to create awareness on the outbreak, explaining why the media you have chosen would be ideal for the local context.

(10 Marks)

- b) Discuss the limitations of using the following media in the Swaziland context.

- i) Television
- ii) Internet
- iii) Newspapers

(15 Marks)

QUESTION 2

- a) Briefly explain what you understand by press systems/theories.

(5 Marks)

- b) Frederick Siebert et al. (1956) argued that there are four media systems around the world that could be classified according to four types of theory. Discuss these media systems, giving examples of the countries in which they are found.

(20 Marks)

QUESTION 3

Discuss the following:

- a) Meanings in Communication
- b) Noise
- c) Feedback
- d) Encoding and decoding
- e) Channel

(25 Marks)

QUESTION 4

With the aid of a diagram explain Everett Rogers' model of Diffusion of Innovations.

(25 Marks)

QUESTION 5

With the aid of diagrams, compare and contrast De Fluer and Shannon and Weaver's model of communication.

(25 Marks)

QUESTION 6

Discuss briefly the histories of the following media in Swaziland:

- i) Radio
- ii) Television
- iii) The Internet
- iv) Newspapers
- v) Mobile phones

(25 Marks)