

**UNIVERSITY OF SWAZILAND**

**INSTITUTE OF DISTANCE EDUCATION**

**B. ED. (ADULT EDUCATION) YEAR V**

**FINAL EXAMINATION PAPER, MAY 2014**

**TITLE OF PAPER: MASS COMMUNICATION H**

**COURSE CODE: BAE 517**

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

**WEIGHT: 100 MARKS**

- INSTRUCTIONS:**
- 1. ANSWER THREE (3) QUESTIONS ONLY**
  - 2. Spelling and grammar will count in grading scripts**
  - 3. Write your answers in the answer booklet provided**
  - 4. 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**

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

**(25 Marks)**

### **QUESTION 2**

Article 24 of the Constitution of the Kingdom of Swaziland protects freedom of the press. Discuss whether or not this is the case in reality, giving examples to support your answer.

**(25 Marks)**

### **QUESTION 3**

Discuss any five challenges of using the internet in facilitating development in Swaziland.

**(25 Marks)**

### **QUESTION 4**

Using Swaziland as your case study, discuss any five core elements of "Another Development"/ Multiplicity.

**(25 Marks)**

### **QUESTION 5**

Write on the following:

- a) Monitoring and Evaluation
- b) Persuasion
- c) Audience demographics
- d) Programme formats
- e) Language

**(25 Marks)**

**QUESTION 6**

a) Develop a 15-minute radio script for a programme promoting male circumcision.

**(15 Marks)**

b) Discuss the characteristics of a good interview.

**(10 Marks)**