UNIVERSITY OF SWAZILAND

INSTITUTE OF DISTANCE EDUCATION

B. ED (ADULT EDUCATION) YEAR V

2015/16 MAIN EXAMINATION, DECEMBER 2015

COURSE TITLE: MASS COMMUNICATION

COURSE CODE: IDE-BAE 514

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS: 1. ANSWER THREE (3) QUESTIONS

2. QUESTION ONE (1) IS IN COMPULSORY

3. USE YOUR EXAMPLES TO ILLUSTRATE YOUR ANSWERS

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QUESTION 1 (Compulsory)

a) You are a Change Agent employed by the Deputy Prime Minister's Office in the Department of Women and Development. Suggest ideal media that you could use to create awareness about the dangers of gender based violence, explaining why the media you have chosen would be ideal for the local context.

(30 Marks)

b) With the aid of examples explain five (5) functions of communication.

(20 Marks)

QUESTION 2

a) Define press systems/theories.

(5 Marks)

b) Using examples to support your answer discuss in detail the press system(s)/theories applicable to Swaziland.

(20 Marks)

QUESTION 3

Discuss the following:

a) Digital migration
b) Mass self-communication
c) Noise
d) User Generated Content
e) Encoding and decoding

(25 Marks)

QUESTION 4

a) Discuss in detail the evolution of radio in Swaziland.

(15 Marks)

b) Explain why radio has been a dominant medium for a long time in a developing country context.

(10 Marks)

QUESTION 5

a) Using radio as your example, explain Hiebert, Ungurait, and Bohn's (HUB) model of mass communication.

(15 Marks)

b) Draw an illustration of Shannon and Weaver's model of communication.

(10 Marks)

QUESTION 6

a) Using an innovation of your choice explain Everett Rogers' model of Diffusion of Innovations.

(15 Marks)

b) Using a diagram, explain the Two-step flow theory.

(10 Marks)