

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF EDUCATION**  
**DEPARTMENT OF ADULT EDUCATION**

**2015/2016 FINAL EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER: MASS COMMUNICATION II**

**COURSE CODE: IDE-BAE 517**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS:**

Answer THREE (3) questions.

Question One (1) is compulsory

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)**

Critically discuss how any two arms of government have played a part in stifling press freedom in Swaziland. Suggest practical ways to remedy the situation.

**(20 Marks)**

### **QUESTION 2**

Develop a 30-minute radio script for a programme on climate change. There should be a preamble to this script explaining in detail the subject matter, panel, etc.

**(15 Marks)**

### **QUESTION 3**

- a) Write a critique of development programming on national radio in Swaziland. Suggest practical ways of improving such programming.

**(5 Marks)**

- b) Explain the history of the National Association of Development Programme Producers (NADPP).

**(10 Marks)**

### **QUESTION 4**

The Internet and mobile phones are referred to as "New Media". Explain whether or not these media are ideal for use in facilitating development in the local context illustrating your answer with examples.

**(15 Marks)**

### **QUESTION 5**

- a) Give a historical background of the United Nations' Sustainable Development Goals (SDGs).

**(5 Marks)**

- b) Discuss any three (3) SDGs suggesting ways in which they could be attained.

**(10 Marks)**

## **QUESTION 6**

Explain the following:

- a) Reel to Reel tape
- b) Code of Ethics
- c) Invasion of Privacy
- d) Straight Informational Format
- e) Development Communication

**(15 Marks)**