

UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION
DEPARTMENT OF ADULT EDUCATION
2016/2017 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: MASS COMMUNICATION I

COURSE CODE: BAE 514

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

Answer FOUR (4) Questions.

Question One (1) is COMPULSORY.

Use your own examples to illustrate your answers.

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR.**

QUESTION 1 (Compulsory)

You are a Change Agent employed by the Deputy Prime Minister's Office in the Department of Disability. Suggest ideal media that you could use to sensitize people about the marginalization of people living with disabilities, explaining why the media you have chosen would be ideal for the local context.

(25 Marks)

QUESTION 2

a) Define press systems/theories.

(5 Marks)

b) Using examples to support your answer, discuss in detail five press systems/theories.

(20 Marks)

QUESTION 3

a) Mass communication and mass self-communication can be compared and contrasted. Discuss, illustrating your answer with examples.

(10 Marks)

b) Explain digital migration.

(5 Marks)

c) Discuss whether or not Swaziland is ready for digital migration.

(10 Marks)

QUESTION 4

a) Radio and cell phones can be compared and contrasted in the local context. Discuss, aiding your answer with examples.

(15 arks)

b) Explain why television, though ideal with its audio and video characteristics, is not the ~~dominant~~ medium in Swaziland.

(10 Marks)

QUESTION 5

- a) With the aid of diagrams, compare and contrast De Fluer and Shannon and Weaver's models of communication.

QUESTION 6

- a) Using an innovation of your choice, explain Everett Rogers' diffusion of innovation theory.

(10 Marks)

- b) Using a diagram, explain the Two-step Flow theory. **(5 Marks)**

- c) Explain whether or not opinion leaders can play a pivotal role, if any, in the promotion of male circumcision in Swaziland.

(10 Marks)