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UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION
DEPARTMENT OF ADULT EDUCATION
2017/2018 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: MASS COMMUNICATION

COURSE CODE: BAE 514

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

Answer THREE (3) 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)

- a) Discuss the challenges and opportunities of digital migration in Swaziland.
(30 Marks)
- b) With the aid of examples, explain five characteristics of television.
(20 Marks)

QUESTION 2

Develop a communication campaign on male circumcision that seeks to use all channels of communication.

(25 Marks)

QUESTION 3

- a) Using a mobile phone as your example, explain Shannon and Weaver's model of communication.
(10 Marks)
- b) Using examples to support your answer, discuss in detail the press system(s)/theories applicable to Swaziland.

(15 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) Define an 'Opinion Leader'. (5 Marks)
- b) Give five examples of opinion leaders, justifying your selection. (5 Marks)

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

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

(10 Marks)

QUESTION 6

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

(15 Marks)

Compare and contrast mass communication and mass self-communication.

(10 Marks)