

UNIVERSITY OF ESWATINI
FACULTY OF EDUCATION
DEPARTMENT OF ADULT EDUCATION
2018/2019 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) There is a school of thought that digital migration has not been successful in eSwatini. Discuss, giving examples to illustrate your answer.

(30 Marks)

- b) With the aid of examples, discuss some of the challenges associated with the use of social media in the local context.

(20 Marks)

QUESTION 2

Develop a communication campaign on prostate cancer with the aim of creating awareness and behaviour change amongst males in eSwatini.

(25 Marks)

QUESTION 3

- a) Define a press system/theory.
- b) Using examples to support your answer, discuss in detail any five press system(s)/theories applicable to countries in the Southern African Development Community.

(25 Marks)

QUESTION 4

- a) In eSwatini there are very few people who have access to the Internet. Give reasons why this is the case, justifying your answer with examples.

(15 Marks)

- b) Suggest practical ways to ensure that many Swati citizens access this medium. Support your answer with examples.

(10 Marks)

QUESTION 5

- a) Define advertising. **(3 Marks)**
- b) With the aid of examples, explain the difference between group communication and public communication. **(6 Marks)**
- c) Compare and contrast mass communication and mass self-communication. **(8 Marks)**
- d) Explain whether or not opinion leaders can play a pivotal role, if any, in the promotion of male circumcision in eSwatini. **(8 Marks)**

QUESTION 6

There are similarities in the adoption of mobile telephones and radio by Swati citizens. Explain the similarities and differences between these media, aiding your answer with examples.

(25 Marks)