

UNIVERSITY OF ESWATINI
INSTITUTE OF DISTANCE EDUCATION
2018/2019 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)

According to Section 232(1) of the Constitution of the Kingdom of Eswatini, *Sibaya* constitutes the highest policy and advisory council (*Libandla*) of the Swazi nation. It functions as the annual general meeting (AGM) of the Swazi nation (Constitution of the Kingdom of Eswatini, 2005:141) and may be convened at any time to solicit views of the nation on pressing and controversial national issues. Write a critique on freedom of expression in the traditional cattle byre, *Sibaya*, giving examples to support your answer.

(25 Marks)

QUESTION 2

a) Critically discuss the coverage of Sustainable Development Goals (SDGs) by the media in the Kingdom of Eswatini, illustrating your answer with examples.

(15 Marks)

b) Discuss SDGs listed below, suggesting ways in which they could be attained in the local context.

- i) Gender Equality
- ii) Affordable and Clean Energy

(10 Marks)

QUESTION 3

a) Examine the practicability of using mobile phones and the Internet to facilitate development in the Kingdom of Eswatini. Use examples to support your answer.

(15 Marks)

b) Explain any two formats that you could use in the production of messages for development purposes. Illustrate your answer with examples.

(10 Marks)

QUESTION 4

Participation is paramount in bringing about development. Discuss ways in which you can mobilize men at grassroots level, sensitizing them about the implications of gender-based violence in the Kingdom of Eswatini.

(25 Marks)

QUESTION 5

There is a contention that the programming style adopted by the National Association of Development Programme Producers (NADPP) needs revamping.

- a) Explain the nature of the programming employed by members of this association.

(5 Marks)

- b) Suggest practical ways of improving the programmes produced by the NADPP.

(10 Marks)

- c) Document the history of the NADPP.

(10 Marks)

QUESTION 6

As a consumer of news, you have observed that there are times when ethical behaviour by media practitioners is below expectation. Document incidents where the media violated their code of conduct in the following areas:

- a) Invasion of Privacy
- b) Plagiarism
- c) Conflict of Interest
- d) Responsibility
- e) Deception

(25 Marks)