

**UNIVERSITY OF ESWATINI**  
**INSTITUTE OF DISTANCE EDUCATION**  
**2020/2021 EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER: MASS COMMUNICATION I**

**COURSE CODE: AED 407/ BAE 514**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS:**

**Answer THREE (3) Questions.**

**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**

By June 2015, the Kingdom of Eswatini was supposed to have migrated from analogue to digital terrestrial television. Discuss any five challenges that impacted digital migration in the country, illustrating your answer with examples.

**(25 Marks)**

## **QUESTION 2**

Discuss in detail how the Internet and mobile phones can be mobilized to facilitate development in Eswatini.

**(25 Marks)**

## **QUESTION 3**

Develop a national communication campaign on COVID 19 with the aim of reducing the spread of the virus in Eswatini.

**(25 Marks)**

## **QUESTION 4**

- 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 (SADC).

**(25 Marks)**

## **QUESTION 5**

- a) Discuss whether or not the Two-Step Flow theory could be employed in the promotion of male circumcision, illustrating your answer with examples.
- b) With the aid of a diagram, explain Shannon and Weaver's model of communication.

**(10 Marks)**

**(15 Marks)**

## QUESTION 6

- a) Define advertising. **(3 Marks)**
- b) With the aid of examples, explain the difference between Interpersonal communication and mass communication. **(6 Marks)**
- c) Explain the concept of mass self-communication aiding your answer with examples. **(4 Marks)**
- d) Define citizen journalism. **(3 Marks)**
- e) Explain any three differences between citizen journalism and conventional journalism supporting your answer with examples. **(9 Marks)**