

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

TITLE OF PAPER: MASS COMMUNICATION II

COURSE CODE: AED 410/IDE-BAE 517

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

Answer THREE (3) questions.

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

Using examples to illustrate your answer, explain the practicability of using the following media in development communication in the local context:

a) Social media

(6 Marks)

b) Mobile phones

(6 Marks)

c) Television

(8 Marks)

QUESTION 2

In September 2015, world leaders adopted 17 Sustainable Development Goals (SDGs), a “blueprint to achieve a better and more sustainable future for all people and the world by 2030”. You are a development communication officer assigned to promote and create awareness of the SDGs in Eswatini, develop a strategy that you would employ to ensure promotion and awareness of the goals.

QUESTION 3

a) Define Development.

(4 Marks)

b) Is development communication still relevant in this day and age? Explain, illustrating your answer with examples.

(6 Marks)

c) Participation is paramount in bringing about development. Discuss, aiding your answer with examples.

(10 Marks)

QUESTION 4

Article 24 (2) of the Constitution of Eswatini states that, “A person shall not, except with the free consent of that person, be hindered in the enjoyment of the freedom of expression, which includes the freedom of the press and other media...”

- a) Discuss whether or not Eswatini’s media have enjoyed the freedom to gather and disseminate news without fear or favour. Give examples to illustrate your answer.

(14 Marks)

- b) Discuss any two challenges of freedom of expression associated with social media platforms.

(6 Marks)

QUESTION 5

Discuss five ethical challenges associated with social media, aiding your answer with examples.

(20 Marks)

QUESTION 6

- a) Develop a 30-minute radio script for a programme promoting awareness on gender based violence. There should be a preamble to this script, explaining in detail the subject matter, panel, etc.

(14 Marks)

- b) Describe any two types of microphones.

(2 Marks)

- c) Compare and contrast a production and a self-operated studio.

(4 Marks)