

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH
FINAL EXAMINATION 2005

Title of Paper: MEDIA STUDIES
Course Code: JMC 201
Time allowed: THREE (3) HOURS

INSTRUCTIONS:

- 1. Answer any four (4) questions.*
- 2. Neatness, grammar and spelling will count in grading.*
- 3. Each question carries 15 marks.*
- 4. This paper consists of two pages, cover page included.*

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

Question 1:

“Theories of communication have evolved over the years.” List the theories in their historical order, explaining their significance to media scholars.

Question 2:

“Media ownership shapes content of newspapers.” Using good local and/or international examples, illustrate how the content of newspapers has been influenced by ownership.

Question 3:

“Marshall McLuhan has claimed that we live in a ‘global village’”.

- a) Using this assertion as a springboard, illustrate how the media have influenced Swazi culture. *(8 marks)*
- b) Is this influence for better or for worse? *(7 marks)*

Question 4:

“Stereotypes have had an effect on the media coverage.” Do you see any problems posed by the tendency for the media to succumb to stereotypes? Give a logical explanation of your argument.

Question 5:

“McQuail maintains that the mass media have consequences for the political organisation and cultural life of contemporary society.”

- a) What are these consequences? *(9 marks)*
- b) How do they affect the lives of the Swazis? *(6 marks)*

Question 6:

Have the media in Swaziland been silent on gender issues? Make an intelligent analysis of how gender issues have been treated by the media.