

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH LANGUAGE
FINAL EXAMINATION QUESTION PAPER 2006
TITLE OF PAPER: INTRODUCTION TO MASS
COMMUNICATION

COURSE CODE: JMC 101

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

- 1. ANSWER QUESTION 1 PLUS 3 OTHER QUESTIONS.**
- 2. NEATNESS AND GRAMMAR WILL COUNT IN GRADING.**
- 3. EACH QUESTION CARRIES 25 MARKS.**
- 4. THIS PAPER CONSISTS OF 2 PAGES INCLUDING THE COVER PAGE.**

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

QUESTION 1 **(COMPULSORY)**

"Communication is a process." Discuss at least five of the elements of the communication process. **(25 marks)**

QUESTION 2

State and describe all the aspects of Lasswell's (1948) model of communication. **(25 marks)**

QUESTION 3

Discuss at least five stages of newspaper production. **(25 marks)**

QUESTION 4

Discuss at least five of the developments that led to the evolution of radio as a mass medium **(25 marks)**

QUESTION 5

Discuss the five major features of the computer and the Internet. **(25 marks)**

QUESTION 6

As an editor of a prominent newspaper, explain at least five values you would apply in your consideration of what constitutes newsworthy events. Please give examples to your answers. **(25 marks)**