

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: 2007/2008

**SUPPLEMENTARY**

TITLE OF PAPER: MASSCOMMUNICATION THEORY

COURSE CODE: JMC 213

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. Answer **four (4)** questions.
2. Write **legibly**, that is, **boldly** and **clearly**.
3. Evince the principles of **composition** and **grammar**.

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN  
GRANTED BY THE INVIGILATOR.

## JMC 220: MASS COMMUNICATION THEORY

**Each question carries 15 marks.**

1. **State** five parameters that may be used for scanning mass communication theories; then use them to examine the *uses and gratifications theory*.
2. **Identify** the components of “theory,” and apply them to one mass communication theory of your choice.
3. **Differentiate** between *direct effects* and *indirect effects* theories of mass communication, giving two examples for each category.
4. **Classify** communication based on five criteria of your choice.
5. **Explain** the components of the Coordinated Management of Meaning theory or the Johari Window.
6. So, you think you know how to do it! Set any question on mass communication theories and answer it. Marks will be awarded for the *soundness* and *significance* of the question