

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FINAL EXAMINATION QUESTION PAPER 2008/2009: MAIN

TITLE OF PAPER: MASS COMMUNICATION THEORY

COURSE CODE: JMC 213

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

- 1. ANSWER QUESTION 1 PLUS 2 OTHER QUESTIONS.**
- 2. SPELLING AND GRAMMAR WILL COUNT IN GRADING.**
- 3. EACH QUESTION CARRIES 20 MARKS.**
- 4. THIS PAPER CONSISTS OF 2 PAGES INCLUDING THE COVER PAGE.**

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JMC 213: FINAL EXAMINATION

TITLE: MASS COMMUNICATION THEORY: MAIN

QUESTION 1 (COMPULSORY) ANSWER QUESTION 1 PLUS ANY TWO OF THE FOLLOWING QUESTIONS.

QUESTION 1

Discuss at least four of the five eras of media theory and give examples to your answers.

(20 marks)

QUESTION 2

Explain the assumptions of mass society theory in terms of how it relates to the following:

- a) Individuals.
- b) The role of mass media in society.
- c) Social change.

(20 marks)

QUESTION 3

Discuss the origins of normative theories in terms of the following:

- a) Radical Libertarianism.
- b) First Amendment Absolutists.
- c) Technocratic Control.
- d) Libertarianism.

(20 marks)

QUESTION 4

Paul Lazarsfeld coined the term "Two – Step Flow of Information and Influence". Discuss how his theory applies to Swaziland's social setting.

(20 marks)

QUESTION 5

Explain what you understand by the term/concept "Uses and Gratifications Approach" as it applies to Swaziland.

(20 marks)