

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER 2009/2010
FINAL EXAMINATION QUESTION PAPER: MAIN 2009

TITLE OF PAPER: INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: JMC 105

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

1. Answer Question One, plus two other questions.
2. Spelling and Grammar will count in grading.
3. Each question carries 20 marks.

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

JMC 105

**TITLE OF PAPER: INTRODUCTION TO MASS COMMUNICATION- MAIN
2009/2010.**

QUESTION 1 (COMPULSORY)

As an Editor of a prominent newspaper, explain at least **four** news values you would apply in your consideration of what constitutes newsworthy events. Please give examples to your answers.

(5 marks each)

QUESTION 2

Explain the characteristics of mass communication in light of the following:

1. The Source/Encoding Process.
2. Mass Communication Channels.
3. Mass Communication Messages.
4. Multiple Decoding/Audience.

(5 marks each)

QUESTION 3

Discuss **four** major models of communication.

(20 marks)

QUESTION 4

“Communication is a process”. Name and describe at least **five** of the elements of the communication process.

(4 marks each)

QUESTION 5

Discuss the three major communication settings in light of the 8 major elements of the communication process.