

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2010/2011 FINAL EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: HISTORY OF MEDIA IN SWAZILAND

COURSE CODE: JMC 104

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **THREE** questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

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

Question 1

The Swaziland Posts and Telecommunications Corporation (SPTC) and Mobile Telephone Network (MTN) Swaziland have not seen eye to eye on a number of issues. Explain the relationship between the two entities and discuss the contentious issues. Recommend ways in which the impasse could be resolved.

(20 Marks)

Question 2

- i) Discuss the political economy of the Swazi Observer.
- ii) In February 2011, the Chief Editor of the Swazi Observer argued that his newspaper is “independent”. Do you agree with his assertion that the Swazi Observer is “independent”? Explain your answer giving examples to support your arguments.

(20 Marks)

Question 3

Give a detailed account of the history of the Swaziland Broadcasting Service.

(20 Marks)

Question 4

Swazi TV has not been popular compared to SABC television channels. Can you explain the reasons behind the failure of Swazi TV to be rated highly by their audiences. Give suggestions on how best Swazi TV can change for the better.

(20 Marks)

Question 5

Discuss the history of any **TWO** of the following:

- a) The Voice
- b) Swaziland Today
- c) Izwi lamaSwazi

(20 Marks)

Question 6

Discuss in detail the history of the Internet in Swaziland.

(20 Marks)