

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: DECEMBER 2010 SUPPLEMENTARY

TITLE OF PAPER: **INTRODUCTION TO MASS COMMUNICATION**

COURSE CODE: JMC 105

TIME ALLOWED: TWO (2) 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 105: INTRODUCTION TO MASS COMMUNICATION

Each question carries 15 marks.

1. **Present** ONE specific model of the process of mass communication and **describe** the elements and activities involved in the model.
2. **Classify** human communication, using three criteria of your choice, and **explain** each category with local examples.
3. **Distinguish** mass media *channels* from mass media *organisations* and expose their elements, using local and regional examples.
4. **Explain** the *purposes* of mass communication and the *activities* related to each purpose.
5. **Identify** 10 mass media messages and **describe** FIVE of them, using local and regional examples.
6. **Discuss** *Mass Media Systems* OR the effects of mass communication, using local and regional examples.