

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: MAY 2011 MAIN

TITLE OF PAPER:           **MASS COMMUNICATION THEORIES**

COURSE CODE:            JMC 221

TIME ALLOWED:          TWO (2) HOURS

INSTRUCTIONS:           1. Answer **three (3)** 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 221: MASS COMMUNICATION THEORIES

(Note for Page 1 instruction: Answer **THREE** questions. Number 1 is **COMPULSORY**.)

1. We cannot claim to “really know” any mass communication theory unless we can *examine* and *evaluate* it.
  - (i) **List and explain** FOUR parameters that may be used for examining mass communication theories. **(10 marks)**
  - (ii) **List and explain** FOUR criteria that may be used for evaluating mass communication theories. **(10 marks)**
  - (iii) **Examine and evaluate** ONE mass communication theory, using the items you have listed and explained. **(10 marks)**
2. **Explain** the five categories of mass communication theories, as classified by Dennis McQuail. **(15 marks)**
3. **Outline** Littlejohn’s four theoretical perspectives on communication, **naming** TWO mass communication theories that fall under any two of the perspectives. **(15 marks)**
4. Do the media set the agenda for you? If not, **why**? If they do, **cite** two examples from your experience. **(15 marks)**
5. **Discuss** the **normative theories** of the mass media in terms of THREE key factors that underlie them; then, **state** which theory applies best to the Swazi media system. **(15 marks)**
6. **Write** **CONCISE** notes on THREE of the following: **(15 marks)**
  - (i) Direct effects theories OR Critical theories
  - (ii) Phenomistic theory OR Cultivation theory
  - (iii) Gender/Feminist Media theory OR Spiral of silence theory
  - (iv) Uses and gratifications theory OR Diffusion theory
  - (v) McLuhan’s “theory” of technological determinism OR Media intrusion theory
  - (vi) Knowledge-gap OR Dependency theory