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UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2011/2012 SUPPLEMENTARY EXAM QUESTION PAPER

TITLE OF PAPER: MASS COMMUNICATION THEORY

COURSE CODE: JMC 231

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

- 1. Answer FOUR 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 231: MASS COMMUNICATION THEORY

Each question carries 25 marks.

1. **Discuss** the import of Kurt Lewin's dictum, "There is nothing as practical as a sound theory," with regard to mass communication theory.
2. **Explain** Littlejohn's theoretical perspectives on communication, and give one example of mass communication theory that falls under each perspective.
3. **Expose** the fundamental concepts and propositions of "The Four Theories of the Press" and **describe** the media system of Swaziland in terms of these theories.
4. **Discuss** the contributions of TWO of the following to the body of knowledge that constitutes mass communication theory: Psychology, Sociology, and Philosophy.
5. **Discuss** Baran and Davis' "Eras of Mass Communication Theory."
6. **List and explain** the types of mass communication theories identified by McQuail and **give** one example of mass communication theory that falls under three of them.