

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**FIRST SEMESTER, 2012/2013**

EXAMINATION QUESTION PAPER: **MAIN**

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

COURSE CODE: **JMC 105**

TIME ALLOWED: **TWO (2) HOURS**

INSTRUCTIONS:

1. Answer **THREE (3)** questions.
2. Number 1 is **COMPULSORY**
3. Write **legibly**, that is, **boldly** and **clearly**.
4. 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

1. “We cannot have *mass communication* without the *mass media*, which must not be confused with *mass media organisations*, the social structures that house particular media of mass communication.” (50 marks)
  - (i) **Distinguish** “mass communication” from “mass media.” (5 marks)
  - (ii) **State and explain** FOUR characteristics of mass communication (20 marks)
  - (iii) **Classify** mass media organisations by using FIVE criteria. (15 marks)
  - (iv) **Compare** ONE print medium and ONE electronic medium on the basis of THREE characteristics or qualities. (10 marks)
  
2. **Indicate** whether you agree or disagree with the following proposition; then, **argue** your position, convincingly, by stating at least FIVE points. “The mass media, specifically, the news media, in Swaziland are more liberal than conservative.” (25 marks)
  
3. **Describe** FIVE mass media messages in terms of specific yardsticks and **comment on** how they feature in specific Swazi mass media. (25 marks)
  
4. “The mass media do not exist and operate in the same form in any two countries.” **List and discuss** FOUR ways in which mass media systems differ. (25 marks)
  
5. **Explain** FIVE effects of mass communication at the individual and/or societal level. (25 marks)
  
6. **Write** SHORT notes on FIVE of the following. (25 marks)
  - (i) Mass media audience
  - (ii) Adjuncts of the mass media
  - (iii) Mass media **versus** social media
  - (iv) Gatekeepers in mass communication
  - (v) Feedback OR noise in mass communication
  - (vi) The profession of mass communication after my heart
  - (vii) Mass communication as a form of human communication
  - (viii) Westley/MacLean’s OR HUB’s model of mass communication