

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – DECEMBER 2012

TITLE OF PAPER: MASS COMMUNICATION THEORY

COURSE CODE: JMC 231

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.

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

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

Critically analyze mass society theory, making reference to all five of its assumptions, and highlight its strengths and weaknesses.

20 MARKS

QUESTION 2

Discuss propaganda theory, mentioning the role of behaviourism and Freudianism within its history.

20 MARKS

QUESTION 3

Elaborate on the rise of the limited-effects era of mass communication theory.

20 MARKS

QUESTION 4

How do objective and interpretive scholars differ in their answers to the question '*What is truth?*' within the field of communication theory?

20 MARKS

QUESTION 5

Discuss the semiotic tradition in the field of communication theory as outlined by Gamble & Gamble (1999). Highlight how its scholars define communication, suggest a practical communication problem that it addresses and describe an early theorist who helped set the agenda for those who followed.

20 MARKS

QUESTION 6

Compare and contrast Magic Bullet Theory and Harold Lasswell's Propaganda Theory highlighting the strengths and weaknesses of each.

20 MARKS