

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – MAY 2013

TITLE OF PAPER: MASS MEDIA AND SOCIETY

COURSE CODE: JMC 344

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 analyse the relationship between the mass media and society and explain whether you think this 'mediation' role is neutral.

20 MARKS

QUESTION 2

Discuss Social Marketing Theory as well as its features, and highlight its Hierarchy of Effects Model.

20 MARKS

QUESTION 3

Critically analyse Political Economy Theory in the context of the relationship between mass media and society.

20 MARKS

QUESTION 4

Agenda-Setting Theory proposes that "*the media does not tell people what to think, but what to think about.*" Discuss and highlight its strengths and weaknesses.

20 MARKS

QUESTION 5

Elaborate on the four major sociological perspectives that describe the impact of the mass media in society.

20 MARKS

QUESTION 6

Apply the concept of an 'Information Society' to Swaziland and explain whether the society has changed as a result of the emergence of new information and communication technologies (ICT).

20 MARKS