

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**FIRST SEMESTER 2013/2014**

EXAMINATION QUESTION PAPER: **MAIN**

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

COURSE CODE: **JMC 105**

TIME ALLOWED: **TWO HOURS**

INSTRUCTIONS:

1. Answer **FOUR** questions: 30 minutes per question, **advisedly**.
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 105: INTRODUCTION TO MASS COMMUNICATION****Each question carries 25 marks.**

1. **Describe** FOUR *professions* of mass communication, basing each description on FOUR clearly identified factors and/or elements of the phenomenon.
2. "Mass communication is but one especial form of human communication." **Explain** the process of *human communication*, generally, with reference to two models, and then the process of *mass communication*, specifically, with reference to one model.
3. **Compare** one *print medium* and one *electronic medium* in terms of SIX distinct characteristics or qualities.
4. **State** FIVE effects of mass communication on individuals and FIVE on society; then **comment on** the effects that the mass media have had on you, personally.
5. Every country has a peculiar mass media system, but mass media systems all over the world may be classified into few categories. **Explain** media systems across the world according any classification scheme of your choice; then, **position** Swaziland in one of them, with justification.
6. **Write** terse notes on FIVE of the following:
  - (i) Social media versus mass communication
  - (ii) News story versus editorial
  - (iii) Tripartite technology of the mass media
  - (iv) Global news agencies
  - (v) Adjuncts of the mass media
  - (vi) Models of communication
  - (vii) Mass media audiences
  - (viii) Noise in mass communication
  - (ix) Functions of mass communication, according to Lasswell
  - (x) Mass media organisations