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UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER 2013/2014

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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

COURSE CODE: **JMC 105**

TIME ALLOWED: **TWO (2) 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. **Discuss** the process of mass communication using the models of HUB and Westley-MacLean.
2. **Describe** three media of mass communication and three messages associated with each of the media, based on definite criteria.
3. **Analyse** mass media systems across the world and **explain** the system that exists in Swaziland.
4. **Examine** the effects of mass communication on individuals and society.
5. **Compare** *journalism* and *public relations*, on one hand, and *advertising* and *broadcasting*, on the other.
6. **Explain** the characteristics of mass communication, generally and particularly.