

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

TITLE OF PAPER: COMMUNITY BROADCASTING
COURSE CODE: JMC 408
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)

You are the Initiator of a project to set up a community television station in your rural home village of Madlangempisi. Critically analyse two active participation techniques that you would employ to engage members of the community and ensure their participation in the project.

20 MARKS

QUESTION 2

Compare and contrast Community Broadcasting, Public Service and Private/Commercial Broadcasting, illustrating your answer with Swazi and South African examples.

20 MARKS

QUESTION 3

Briefly describe five basic principles, list two policies and three ethical frameworks that would govern the operations of the UNISWA Campus Radio Station when it starts operating.

20 MARKS

QUESTION 4

Discuss the following considerations that a community broadcaster needs to make when purchasing and installing equipment for a community radio station:

- a) Transmission
- b) Signal Reach
- c) Location
- d) Studio Acoustics

20 MARKS

QUESTION 5

Enumerate 10 recommended guidelines for the operation, maintenance or handling of studio equipment for a community radio station.

20 MARKS

QUESTION 6

“Community broadcasting is operated in the community, for the community, about the community and by the community.”

Explain what this statement means, citing relevant factors that are unique to community broadcasting.

20 MARKS