

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES  
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
**FIRST SEMESTER, 2014/2015**  
EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

TITLE OF PAPER:           **INTRODUCTION TO MASS COMMUNICATION**  
COURSE CODE:           **JMC 105**  
TIME ALLOWED:           **TWO (2) HOURS**  
INSTRUCTIONS:           1. Answer **FOUR (4)** questions.  
                                  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. **Present** and **discuss** HUB's model of mass communication.
2. **Differentiate** the forms of *media convergence* and **describe** how you experience it, personally.
3. **Describe** the various mass media systems across the world and **comment on** that of Swaziland.
4. **Argue for** or **against** the proposition that, "The Press in Swaziland is free."
5. **Who** is Marshall McLuhan and for **what** is he known around the world, generally, and in mass communication, particularly?
6. **Describe** the mass media in terms of their types and characteristics.