

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – DECEMBER 2014

TITLE OF PAPER: **MASS COMMUNICATION THEORY**
COURSE CODE: **JMC 231**
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 Gamble & Gamble's (1999) Social Penetration and Cost-Benefit theories and explain why they provide useful insight for understanding relationships.

20 MARKS

QUESTION 2

Compare and contrast Magic Bullet theory and Harold Lasswell's Propaganda theory. What are the limitations of Propaganda theory?

20 MARKS

QUESTION 3

You are the newest employee at a company and need to establish a small team that is effective, well-functioning and can solve problems. Describe five advantages and five disadvantages of group problem-solving that you may experience.

20 MARKS

QUESTION 4

Discuss Dainton & Zelle's (2005) Communication Accommodation theory, illustrating your discussion with relevant examples.

20 MARKS

QUESTION 5

Agree or disagree with the following statement extracted from Baran & Davis (2009), using five assumptions of Mass Society theory to illustrate your answer:

"Mass society theory...views media as having the power to profoundly shape our perceptions of the social world and to manipulate our actions, often without our conscious awareness."

20 MARKS

QUESTION 6

Elaborate on the four major categories of communication theory below:

- Post-Positivism
- Hermeneutic theory
- Critical theory
- Normative theory

20 MARKS