

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – MAY 2015

TITLE OF PAPER: MASS MEDIA AND SOCIETY

COURSE CODE: JMC 344

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.

ANSWER QUESTION 1 AND ANY OTHER TWO QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

QUESTION 1

Analyse the Social Responsibility theory; then, discuss the principles that it involves, as well as its strengths and weaknesses.

QUESTION 2

Does the concept of “Information or Network Society” really exist? Explain your response.

QUESTION 3

Using any contemporary mass communication theory to support your answer, assess the view that the mass media are biased in their selection and presentation of news.

QUESTION 4

Outline five variations in the mediation role of the media in society and analyse whether this role is neutral or not.

QUESTION 5

Using McQuail’s (2010) dominance and pluralism models, apply Political Economy of Media theory to the Swaziland context. What are the theory’s criticisms?

QUESTION 6

Elaborate on the statement by Baran & Davis (2006: 90) that, in contemporary times, “...powerful elites control the mass media and its content so fully that they are able to impose their “truth” on the culture.”