

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2014/2015

EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER: **MASS MEDIA MANAGEMENT**

COURSE CODE: **JMC 405**

TIME ALLOWED: **THREE (3) 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 405: Mass Media Management

Answer FOUR questions.

Every question carries 25 marks.

1. At the *organisational* level, mass media management focuses on the *product*, specifically, the **manufacturing** and **marketing** of the product. **Identify** and **explain** the *steps* and *activities* involved in the manufacturing and marketing of the product of mass media organisations, both of which need to be managed.
2. *Management knowledge* is a prerequisite for mass media management. Demonstrate your knowledge of management by doing the following:
 - (i) **Expound** the etymology of management. (3 marks)
 - (ii) **Paraphrase** two author's definitions of management. (4 marks)
 - (iii) **Describe** the management process. (10 marks)
 - (iv) **Explain** the three traditional or prototypical skills of management. (8 marks)
3. **Enumerate** the essential factors that underlie mass media management at the *national* level; then, **discuss** each of them with regard to the issues which they raise in Swaziland and elsewhere.
4. For a **specific** print media organisation, electronic media organisation, OR media adjunct or auxiliary, do the following:
 - (i) **Identify** and **describe** its key areas of operation.
 - (ii) **Design** an organisation chart for it.
 - (iii) **Provide** a job description for THREE of the positions in your chart.
5. In their book, *Managing Media Organizations*, Lavine and Wackman (1988:14) observe that, "There are five factors which differentiate the media from most manufacturing concerns... (and each) contributes to making the media unique." **Explain** FOUR of these factors; then, **discuss** them with regard to Swazi media organisations.
6. **Peruse** the following assertion; then, answer the questions below: "A key instrument of management is *policy*. An organisation, through its management, makes policies for the entire entity and for the various functions therein, whereas, a nation, through its government, makes policies for the entire media system and for the various media."
 - (i) **State** the three general policies which mass media organisations have, invariably.
 - (ii) **Formulate** policies for TWO functions/operational areas of a media organisation of your choice.
 - (iii) **Comment** on the nature of national mass media policies with regard to Swaziland.