

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

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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)**

Elaborate on the statement below, citing five principles that are unique to community broadcasting;

*“Community broadcasting is broadcasting which is for, by and about the community, whose ownership and management is representative of the community, which pursues a social development agenda, and which is non-profit.”*

(Source: African Charter on Broadcasting, 2001)

**20 MARKS**

**QUESTION 2**

Critically analyse the three-tier system of broadcasting espoused by the African Charter on Broadcasting of 2001, using examples from Swaziland and/or Southern Africa.

**20 MARKS**

**QUESTION 3**

Describe the criteria used to select a Community Radio Council (CRC) and explain its key functions within a community radio station, as recommended by UNESCO.

**20 MARKS**

**QUESTION 4**

Discuss the following basic steps involved in setting up a community radio station:

- Community consultation and analysis
- Development of a Mission Statement
- Involvement of local leaders
- Technical and social criteria for choosing the site

**20 MARKS**

**QUESTION 5**

Critically analyse the role of community broadcasting in community development. Make use of relevant examples to illustrate your answer.

**20 MARKS**

**QUESTION 6**

Discuss five advantages and five disadvantages of community broadcasting, focusing on radio.

**20 MARKS**