

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2015/16

EXAMINATION QUESTION PAPER: **MAIN**

PAPER: **JMC405: MASS MEDIA MANAGEMENT**

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.

JMC405 Mass Media Management

Answer FOUR questions. Each question carries 25 marks.

1. **Analyse** FIVE functions of management and **explain** how you would use your knowledge of the *management process* to run a particular mass media organisation. **Identify** the mass media organisation in very clear terms.
2. The concept, *density*, may be used to characterise mass media management at its various levels.
 - i) **Define** the term, *mass media management density*. **(3 marks)**
 - ii) **Describe** the levels of mass media management. **(7 marks)**
 - iii) **Explain** the density of mass media management at each level and **comment on** them, relatively. **(15 marks)**
3. **Examine** the *operations* of ANY of the mass media organisations mentioned below, **present** an *organisational structure* for it, and **discuss** how you would direct it effectively and efficiently.
 - i) a newspaper or magazine publishing house
 - ii) a radio or television broadcasting station
 - iii) an advertising agency or public relations firm
4. Invariably, the factors that drive the management of *national* mass media systems are matters of political philosophy more than anything else.
 - i) **Identify** and **describe** the factors involved at the national level of mass media management. **(10 marks)**
 - ii) **Explain** how the political philosophy of a nation determines the way its mass media system is managed. **(10 marks)**
 - iii) **Comment on** the management of the mass media system of Swaziland. **(5 marks)**
5. *Policy* is a potent and indispensable tool of management.
 - i) **Define** and **classify** policy. **(8 marks)**
 - ii) **Describe** the types of policies that mass media organisations may formulate and adopt. **(10 marks)**
 - iii) **Identify** TWO national mass media policies in operation in Swaziland and **comment on** them. **(7 marks)**
6. **Write** CONCISE notes on FIVE of the following.
 - i) *Vision* and *Mission* statements
 - ii) The *Ms* of organisations and/or management

- iii) Organisational subsystems
- iv) Foci of levels of mass media management
- v) Organs of national mass media policy (formulation and implementation)
- vi) Unique characteristics of mass media organisations
- vii) ANY TOPIC OF YOUR CHOICE