

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2016/2017 EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER: HISTORY OF MEDIA IN SWAZILAND**

**COURSE CODE: JMC 104**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

Answer any THREE (3) questions.

Question One (1) is compulsory.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN  
GRANTED BY THE INVIGILATOR**

### QUESTION 1 (Compulsory)

a) Name the founders of the following media:

- i) *Mbambambamba*
- ii) *The Voice*
- iii) *Umbiki*
- iv) Tiger Radio
- v) Swazi Music Radio

(5 Marks)

b) In which year were the following media organisations founded?

- i) *The Times of Swaziland*
- ii) The Swaziland Broadcasting Service
- iii) Radio Mbabane
- iv) *Business Sunday*
- v) Channel Swazi

(5 Marks)

c) Where are the following newspapers/magazines printed?

- i) *The Swazi Observer*
- ii) *The Voice*
- iii) *The Nation*
- iv) *Swaziland Shopping*
- v) *Tikhatsi Ngelisontfo*

(5 Marks)

d) Discuss the history of *Umbiki (The Reporter)*

(5 Marks)

### QUESTION 2

Trace the evolution of radio in Swaziland.

(20 Marks)

### QUESTION 3

Discuss the history of mobile telephony in Swaziland.

(20 Marks)

### QUESTION 4

Discuss the history of *Izwi lamaSwazi*.

(20 Marks)

### **QUESTION 5**

Swazi TV does not appeal to a majority of Swazis. Can you explain the reasons behind the failure of Swazi TV to be rated highly by their audiences. Give suggestions on how best Swazi TV can change for the better.

**(20 Marks)**

### **QUESTION 6**

The uptake of the Internet in Swaziland has been slow compared to other African countries.

a) Give any five reasons on why this has been the case.

**(10 Marks)**

b) Suggest ways in which the reasons you gave above can be addressed.

**(10 Marks)**