

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2016/2017 EXAMINATION QUESTION PAPER: SUPPLEMENTARY

TITLE OF PAPER: MASS MEDIA AND SOCIETY

COURSE CODE: JMC 344/246

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. ANSWER ANY FOUR QUESTIONS

Question One

“Mass Culture is imposed from above. It is fabricated by the technicians hired by businessmen, its audiences are passive consumers [...] Mass Culture breaks down the wall, integrating the masses into a debased form of High Culture and thus becoming an instrument of political domination” (MacDonald 1957: 60). With reference to the above argument, critique the classical Mass Society theory. [25]

Question Two

Critically discuss Siebert *et al* (1956) four theories of the press. Show how these theories have shaped professional journalism today. [25]

Question Three

How relevant are theories of Louis Althusser and Antonio Gramsci in analyzing the Swaziland news media environment? [25]

Question Four

Discuss the concept of the media as the fourth estate. Give concrete examples to support your answer. [25]

Question Five

“The main function of the media industry is to deliver media audiences to advertisers” Discuss. [25]

Question Six

“At the point of sale the commodity exhausts its role in the distribution economy, but begins its work in the cultural. Detached from the strategies of capitalism, its work for the bosses completed, it becomes a resource for the culture of everyday life” (Fiske 1998: 39). Using the above argument, discuss the Culturalists’ understanding of the relationship between the media, the media text and the audiences. [25]