

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**FINAL EXAMINATION – DECEMBER 2016**

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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)**

Critically analyse the three- tier system of broadcasting in relation to the Swazi context and explain where community radio fits within it.

**20 MARKS**

**QUESTION 2**

If you were a Station Manager for a campus radio station at the University of Swaziland, how would you facilitate the production of relevant programmes for the station?

**20 MARKS**

**QUESTION 3**

Apply four of the six cultural dimensions of community proposed by Phil Bartle (2007) to mapping the Kwaluseni campus community of the University of Swaziland.

**20 MARKS**

**QUESTION 4**

Community radio is characterized by lack of financial sustainability and a high turnover of volunteers who are poached by commercial and public service stations. Discuss how you would handle these two developments within your station as a member of the Board of Directors.

**20 MARKS**

**QUESTION 5**

Discuss four strengths and limitations of the Participatory approach or model of communication, making reference to community radio.

**20 MARKS**

**QUESTION 6**

Assume you are an initiator of a community broadcasting station within your home area and discuss how you would handle the two steps below:

- a) Securing a broadcast license,
- b) Community participation techniques.

**20 MARKS**