

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2017/2018 EXAMINATION QUESTION PAPER: RESIT

TITLE OF PAPER: HISTORY OF MEDIA IN SWAZILAND

COURSE CODE: JMC 104

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer any THREE questions.

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

Document the history of the Swaziland Broadcasting Service.

(20 Marks)

QUESTION 2

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

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

(10 Marks)

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

(10 Marks)

QUESTION 3

Compare and contrast the history of Tiger Radio and Radio Mbabane.

(20 Marks)

QUESTION 4

The history of Swaziland's first indigenous newspaper was a topsy-turvy one.

a) Discuss the major challenges that this newspaper faced under the Bantu Press.

b) Explain how these could have been overcome.

(20 Marks)

QUESTION 5

Swazi TV does not appeal to a majority of Swazis. Explain the reasons behind the failure of Swazi TV to be rated highly by their audiences. Give suggestions on how best Swazi TV can improve its ratings.

(20 Marks)

QUESTION 6

Discuss the history of SiSwati language newspapers.

(20 Marks)