

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
SUPPLEMENTARY EXAMINATION – JUNE 2018

TITLE OF PAPER: INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: JMC 105

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER THREE 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.

ANSWER QUESTION THREE QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

Question 1

Compare and contrast the mass media system of Swaziland with that of one other African country.

(20 marks)

Question 2

Explain five news values, giving examples to illustrate your response.

(20 marks)

Question 3

Identify and describe five professions of mass communication, showing the uniqueness of each one.

(20 marks)

Question 4

Communication is a process. List and explain at least five elements of the mass communication process.

(20 marks)

Question 5

Discuss any three models, showing their relevance to understanding the communication process.

(20 marks)

Question 6

Using examples, critically analyse the roles of mass media in society.

(20 marks)