

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2017/2018 EXAMINATION QUESTION PAPER: RESIT / SUPPLEMENTARY

---

TITLE OF PAPER: MASS COMMUNICATION THEORY

COURSE CODE: JMC 231

TIME ALLOWED: THREE (3) HOURS

**INSTRUCTIONS:**

1. ANSWER ANY FOUR QUESTIONS
2. ALL QUESTIONS CARRY 25 MARKS

### **Question One**

Discuss the strengths and weaknesses of the transmission and ritual schools of thought. [25]

### **Question Two**

Examine the view that the media 'mirror reality' and are passive transmitters of information. [25]

### **Question Three**

Explain and critically discuss the normative theories of the press as propounded by Siebert *et al* (1956). [25]

### **Question Four**

"People think about what they are told [...] but at no level do they think what they are told" (Trenaman and McQuail 1961). Using local examples, critique the above argument as it relates to the agenda-setting role of the mass media. [25]

### **Question Five**

In relation to media effects, critically examine the differences between the hypodermic syringe and the uses and gratifications theories. [25]

### **Question Six**

While reviewing approaches to studying the mass media, Curran *et al* (1982) found that the most interesting arguments are not between liberal-pluralist and Marxist traditions. Rather, they noted that critical debates were derived from within contending Marxist approaches. In relation to their observations, define and discuss the following Marxist approaches to understanding the mass media:

- (a) structuralists
- (b) culturalists
- (c) political economy

[25]