

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
SECOND SEMESTER, 2017/2018
EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER: **MASS MEDIA MANAGEMENT**

COURSE CODE: **JMC405**

TIME ALLOWED: **THREE (3) HOURS**

INSTRUCTIONS:

1. Answer **FOUR (4)** questions.
2. Write **legibly**, that is, **boldly** and **clearly**.
3. Evince the principles of **composition** and **grammar**.

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED
BY THE INVIGILATOR.

JMC405: Mass Media Management

Answer FOUR questions. Each question carries 25 marks.

1. The *management process* may be conceived as a framework for examining the work that managers do, to wit, the **functions** of management. **Describe** the *nature* of the management process; then **explain** FOUR management functions, with particular regard to the *elements* and *activities* involved.
2. Answer A or B.
 - A: **Identify** and **describe** the key factors that underlie mass media management at the national level; then **discuss** them with regard to Swaziland.
 - B: Nations manage their mass media in **three** typical ways, depending principally on their political philosophy. **Identify** the three approaches to mass media management at the national level; then **discuss** each approach in terms of what it takes and the challenges it faces.
3. You are the manager of the division that is directly responsible for the *product* of newspaper publishing organisation or a broadcasting organisation. **Analyse** this division in terms of its essential functions; then **discuss** how you would use your knowledge of management to run the division.
4. For mass media organisations, like other organisations, *Vision*, *Mission*, and *Policy* are vital tools of strategic management.
 - (i) **Define** each of three tools.
 - (ii) For a specific mass media organisation, **formulate** its vision and its mission.
 - (iii) **Identify** the types of policies that media organisations have, with specific examples.
5. Answer A or B.
 - A. The *systems approach* enables us to have a fundamental understanding of the generic entity involved at any level of mass media management. Based on the systems approach, **analyse** the generic entities involved at the organisational and national levels of mass media management, that is, *organisations* and *nations*, and then **explain** its relevance or usefulness to mass media management.
 - B. Organs involved in mass media management at the national level vary in *type* and *number* from country to country. **Name** FIVE of such organs in two or more countries; then **describe** their functions.
6. Write **concise** notes on FIVE of the following.
 - (i) Managing the credibility and image of media organisations
 - (ii) National mass media policy-making
 - (iii) Levels and skills of management
 - (iv) Managing the finance of a newspaper/magazine publishing OR a radio/television broadcasting organisation

- (v) Manufacturing of the media product
- (vi) Mass media management at the global level
- (vii) Characteristics of mass media organisations that make their management differ