

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

TITLE OF PAPER: COMMUNITY BROADCASTING
COURSE CODE: JMC 408
TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION ONE (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 four main factors to prioritise when initially setting up a community radio station.

20 MARKS

QUESTION 2

Financial stability is one of the key challenges of operating a community radio or television station. Analyse four options for how it can be overcome.

20 MARKS

QUESTION 3

Discuss four key policies that any community radio station needs to establish before it starts operating.

20 MARKS

QUESTION 4

Analyse the concept of 'alternative' media in relation to community broadcasting.

20 MARKS

QUESTION 5

Critically analyse the strengths and limitations of community broadcasting within the context of Swaziland and South Africa.

20 MARKS

QUESTION 6

Describe five communities of interest or stakeholder groups that can establish community television or radio and explain how it can benefit them.

20 MARKS