

**UNIVERSITY OF ESWATINI**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**2018/2019 EXAMINATION QUESTION PAPER: RESIT**

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**TITLE OF PAPER: MASS COMMUNICATION THEORY**

**COURSE CODE: JMC 231**

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

**INSTRUCTIONS:**

- 1. ANSWER ANY THREE (3) QUESTIONS**
- 2. EACH QUESTION CARRIES TWENTY (20) MARKS**

### **Question One**

In an attempt to define communication, James Carey argued that "communication is linked to such terms as sharing, participation, association [...] A ritual view is not directed towards the extension of messages in space, but the maintenance of society in time; not the act of imparting information but the representation of shared beliefs". With this in mind, write an essay discussing the ritual school of communication and how it has enhanced your understanding of communication.

### **Question Two**

"*Four Theories* does not offer four theories: it offers one theory with four examples" (Nerone 1995). Guided by this argument, discuss the strengths and weaknesses of the Four Theories of the press by Siebert *et al* (1956).

### **Question Three**

"In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue but also how much importance to attach to the issue from the amount of information in a news story and its position" (McCombs and Shaw 1972). How far do you agree with this agenda-setting conceptualisation of the media and public communication?

### **Question Four**

Compare and contrast the hypodermic needle/syringe theory and the uses and gratifications theory. What are the major weaknesses of both?

### **Question Five**

"The repetitive pattern of television's mass-produced messages and images forms the mainstream of the symbolic environment that cultivates the most widely shared conceptions of reality" (Gerbner *et al* 1978). Using this argument as your point of departure, critically discuss the cultivation theory as it relates to media effects and the relationship between the media text and its audiences.