

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER 2018/2019
EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: COMMUNITY BROADCASTING
COURSE CODE: JMC 415
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 FOUR (4) 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 two of the following participatory communication techniques you would employ as a Facilitator of the UNESWA campus radio or television station when engaging with the community:

- Action Research,
- Drama Workshops,
- Advisory Committees.

20 MARKS

QUESTION 2

Can social and financial sustainability be guaranteed in community radio station operations? Explain, making reference to principles of broadcasting.

20 MARKS

QUESTION 3

Discuss the following steps you would take when setting up a community radio or television station within your community:

- Appointing a Facilitation Committee or Core Team,
- Conducting a needs assessment exercise.

20 MARKS

QUESTION 4

Analyse the mission statement of Bush Radio which is on page 4 and explain how it may have influenced the activities of the station beyond broadcasting. How is the formulation of a mission statement conducted?

20 MARKS

QUESTION 5

Critically analyse the current licensing environment for community broadcasting within the context of ESwatini.

20 MARKS

QUESTION 6

Describe five ideas for programmes that would be relevant, interesting and useful to the UNESWA community if a campus television station became operational.

20 MARKS

ANNEXURE 1: MISSION STATEMENT

BUSH RADIO

Mission Statement:

“To ensure that communities who have been denied access to resources take part in producing ethical, creative and responsible radio that encourages them to communicate with each other, to take part in decisions that affect their lives, and to celebrate their own cultures. Through such radio, communities will affirm their own dignity and identity, and promote social responsibility and critical thinking”.

What do we do?

Bush Radio’s activities can be divided into four areas:

Broadcasting, Upliftment projects, Scholarship and training programmes, Human Potential Development