

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2018/19

EXAMINATION QUESTION PAPER: MAIN

- PAPER: **JMC428: Mass Media Management**
- 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.

JMC428: Mass Media Management

Answer FOUR QUESTIONS. Each question carries 25 marks.

1. The Classical School of management thought embraces three approaches which have great significance for mass media management, especially, at the organisational level. **Examine** this school; then **state** how you can apply the key contributions of ONE of its three approaches to the management of mass media organisations.
2. **Identify** and **describe** FOUR types of research in mass media management; then **explain** how research can aid mass media management at the organisational and national levels.
3. **Analyse** the subsystems of organisations and **relate** the subsystems to the structure of a *particular* mass media organisation of your choice.
4. **Answer A or B:**

A: You have been appointed the manager of the News Division of a *print* or *broadcast* media organisation. **Discuss** the operations, personnel and principles involved in the news function; then **sketch** an organisational chart for the division.

B: **Analyse** the so-called *Tri-Functional Fulcrum* of management, sometimes abbreviated as *POC*, and **apply** them to the management of a newspaper/magazine, a radio/television station, or an advertising/public relations firm.
5. **Describe** TWO organs of national mass media management and **discuss** TWO primary matters involved in mass media management at the national level.
6. **Write** SUCCINT notes on FIVE of the following items.
 - (i) Mass media management *density*
 - (ii) The *FIAT* of national mass media policies
 - (iii) Mission and vision of mass media organisations
 - (iv) Core concern of each level of mass media management
 - (v) The management process
 - (vi) National communication policies in Eswatini
 - (vii) Unique characteristics of mass media organisations
 - (viii) Three basic approaches to the management of mass media systems