

**UNIVERSITY OF ESWATINI**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**MAIN EXAMINATION – DECEMBER 2019**

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**TITLE OF PAPER : INTRODUCTION TO MASS COMMUNICATION**

**COURSE CODE : JMC 105**

**TIME ALLOWED : TWO (2) HOURS**

**INSTRUCTIONS**

- 1. ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**
- 2. EACH QUESTION CARRIES 20 MARKS**
- 3. THIS PAPERS CONSIST OF TWO PAGES, COVER PAGE INCLUDED**

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRNTED BY  
THE INVIGILATOR**

**ANSWER QUESTION ONE AND ANY TWO QUESTIONS OF YOUR CHOICE.  
EACH QUESTION CARRIES 20 MARKS**

**QUESTION 1 (COMPULSORY)**

Write brief notes on the following;

- a) Audience
- b) Medium
- c) Non-verbal communication
- d) Mass Media

**QUESTION 2**

Explain how the dimensions of communication contribute to its complex nature.

**QUESTION 3**

Define and explain each of the components that comprise the process of communication, using examples from your own experience of communication.

**QUESTION 4**

Critically analyse the four functions of mass communications as identified by Lasswell (1948) and Wright (1960). Give relevant examples based on the local context.

**QUESTION 5**

Discuss the ways in which the Internet has made news gathering easier.

**QUESTION 6**

Describe the stages in the development of communication and their effect on modern day society.