

**UNIVERSITY OF ESWATINI**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**MAIN EXAMINATION**

**FIRST SEMESTER 2020/2021**

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

**COURSE CODE** : JMC 105

**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 SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN  
GRANTED BY THE INVIGILATOR.**

### **Question 1**

Discuss any FOUR principles of media literacy. Use examples from the local media to illustrate your points.

### **Question 2**

Apply your media literacy skills to evaluate the local newspaper industry and its impact on our everyday life.

### **Question 3**

Compare journalism and public relations, on one hand, and advertising and broadcasting, on the other.

### **Question 4**

Explain any FOUR functions of mass communication, according to McQuail (2000) and describe ONE mass media message that is related to each of the functions.

### **Question 5**

Write SHORT notes on the following:

- a) Gatekeepers in mass communication
- b) Media convergence
- c) Social Currency
- d) Audience fragmentation
- e) Receiver

Make examples to illustrate your points.