

**UNIVERSITY OF ESWATINI**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**RESIT 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.

**DO NOT BE OPENED UNTIL PERMISSION HAS**

### **Question 1**

Compare and contrast any two models of human communication. NB. You should choose one transmission and one exchange model.

### **Question 2**

Write brief notes on the following:

- a) Mass communication
- b) Mass media messages
- c) Feedback and noise
- d) Media reception

### **Question 3**

Explain the effects of mass communication at the individual and societal levels.

### **Question 4**

Identify and describe four professions of mass communication.

### **Question 5**

Critically evaluate how the internet and new technologies have revolutionised news writing processes. Use local and global examples.