

**UNIVERSITY OF ESWATINI**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**FIRST SEMESTER 2020/2021**  
**EXAMINATION QUESTION PAPER: MAIN**

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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 TWO (2) 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)**

As a Facilitator leading a Core Group, describe four key steps you would have to take when setting up a geographic community radio station within your community.

**20 MARKS**

### **QUESTION 2**

Analyse the five key principles of community broadcasting proposed by Girard (2007) and Fairbairn (2009).

**20 MARKS**

### **QUESTION 3**

Discuss how human resource, social and financial sustainability can be ensured in the operations of a community radio station.

### **QUESTION 4**

Critically analyse the dynamics of community broadcasting versus public service and commercial broadcasting, using examples from the Eswatini context.

**20 MARKS**

### **QUESTION 5**

Describe and justify your choice of four ideas for COVID-19 related radio programmes that would be useful to the UNESWA community when the campus radio station starts operating.

**20 MARKS**

### **QUESTION 6**

World Radio Day is an annual commemorative event amongst stakeholders of radio broadcasting. As a Station Manager for the Voice of the Church (VOC) community radio station, what activities and programmes would you plan to commemorate the day?

**20 MARKS**