

NATIONAL UNIVERSITY OF LESOTHO
B.ED DEGREE IN ADULT EDUCATION
SUPPLEMENTARY EXAMINATIONS
ADE 205: MASS COMMUNICATION IN ADULT EDUCATION

JULY 2009

MARKS: 100

TIME: 3HRS

INSTRUCTIONS:

1. Answer **QUESTION 1** which is compulsory, and any other **three** questions, making a total of **FOUR** questions in all.
 2. Begin each question on a fresh page.
 3. Marks will be deducted for untidiness and poorly written English
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QUESTION ONE

Mass communication campaigns are more effective if they use integrated combination of media. As an adult educator what must you do to ensure that your mass communication campaigns are successful? [25]

QUESTION TWO

Explain the following concepts as used in media's legal environment in Lesotho:

- Libel
- Defamation
- Slander

[15]

QUESTION THREE

Social Responsibility theory advocates government's oversight for media which do not act in the society's best interest. How does this theory apply in Lesotho? Illustrate your answer with relevant examples. [15]

QUESTION FOUR

Consistency or Balance theories hypothesize that people need to feel a balance among beliefs perceived as related to each other. Comment on this statement. [15]

QUESTION FIVE

Freedom of Expression is entrenched in the Constitution of Lesotho 1993. Mention and explain ANY THREE laws that regulate the Freedom of Expression in Lesotho. [15]

QUESTION SIX

Discuss advantages and disadvantages of electronic media, such as radio, in the facilitation of education for rural communities in Lesotho. [15]