



**Examination: June 2016**

**COURSE:** Introduction to Communication Theories

**DEPARTMENT:** Communication Studies

**SUBJECT CODE:** CMS 2AA2/CMS 2A11

**TIME:** 2 Hours

**MARKS:** 100

**EXAMINERS:** Prof Pier Paolo Frassinelli and Ms Linah Nkuna

**MODERATOR:** Ms Tamsin Van Tonder

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**INSTRUCTIONS:**

- Answer **two** of the following questions: **one question from section A and one question from section B.**

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**Section A**

1. Explain and discuss the differences and similarities between mass communication and mass self-communication using examples with which you are familiar.

(50)

**OR**

2. Explain and discuss Roland Barthes's concept of myth using examples with which you are familiar.

(50)

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**Section B**

3. Define and discuss framing, agenda setting and priming, and distinguish them from persuasion. Give examples of each using at least two media coverages and their effects.

(50)

**OR**

4. Discuss and differentiate between the rational world paradigm and the narrative paradigm. Use the coverage of 'service delivery' protests in South African media as an example.

(50)

**TOTAL: 100**