



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 Duduzile Zwane

MODERATOR: Ms Tamsin Van Tonder

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. Write an essay on the media convergence brought about by digital media using examples with which you are familiar.

(50)

OR

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

(50)

OR

3. Discuss the following statement using the hashtag #RhodesMustFall as your starting point:

One of the most powerful myths of the twentieth century was the notion that the elimination of colonial administrations amounted to the decolonization of the world. This led to the myth of a "postcolonial world". (Ramón Grosfoguel)

(50)

Section B

4. The term "social media" refers to internet-based websites or applications that allow users to take part in creating content. Identify a highly publicised South African social media story. Critically interrogate the factors that contributed to the story's popularity. Most importantly, discuss how social media users responded

(50)

OR

5. Critically discuss Veblen's theory of conspicuous consumption. Identify how South Africans engage in it. Your response needs to highlight the advantages and disadvantages of doing so.

(50)

OR

6. Entertainment education entails utilising various media platforms to raise awareness about social concerns while entertaining the audience. Critically discuss entertainment education as a communication strategy in Southern Africa. Your response needs to highlight the strengths and weakness of entertainment education. Integrate relevant illustrations into your discussion

(50)

TOTAL: 100