



EXAMINATION: JNS1AA1 Supplementary exam

COURSE:	JOURNALISM, FILM AND TELEVISION	TIME: 2 HRS
PAPER:	JOURNALISM 1A	
SUBJECT CODE:	JNS1AA1	MARKS: 100
EXAMINERS:	MR. S. KRIEK PROF. J. DUNCAN	
MODERATOR:	PROF. S. CHIUMBU.	

THIS PAPER CONSISTS OF TWO (2) PAGES
THIS PAPER CONSISTS OF A SECTION A AND B
SECTION A (COMPULSORY) - ANSWER BOTH QUESTIONS
SECTION B (COMPULSORY) - ANSWER ANY 2 OF THE AVAILABLE 3

SECTION A (ANSWER BOTH QUESTIONS)

QUESTION 1

Define the following terms/concepts:

- 1.1 *Quantitative research* [5 marks]
- 1.2 *News* [5 marks]
- 1.3 *Teleological ethics* [5]
- 1.4 *Deontological ethics* [5 marks]
- 1.5 *Positivism* [5 marks]

(25)

QUESTION 2

Define the term journalism and identify the basic principles that distinguish the work of journalists from marketers, public relations practitioners, historians, or lawyers.

(25)

SECTION B (ANSWER ANY TWO (2) OF THE FOLLOWING THREE (3) QUESTIONS)

QUESTION 3

*Define **globalization** and discuss any **two (2)** economic trends of globalisation and how they have impacted the media.*

(25)

QUESTION 4

Briefly discuss both the state of South African media freedom **before 1994**, and also the **current** state of media freedom

(25)

QUESTION 5

Define the terms **short-term effect theory** and **long-term effect theory**, and give examples of **any four (4)** media effect theories.

(25)

TOTAL: [100]

--ooOoo--