



UNIVERSITY OF JOHANNESBURG

NOVEMBER 2018: MAIN EXAM

COURSE: MASS COMMUNICATION THEORIES

TIME: 2 HOURS

SUBJECT CODE: CMS1B

MARKS: 100

EXAMINERS:

1. PROF SARAH CHIUMBU
2. MR ITUNU BODUNRIN
3. MR COLLEN CHAMBWERA

MODERATOR:

PROF MARIEKIE BURGER

INSTRUCTIONS

1. Answer any TWO questions
2. Read the questions carefully
3. Answer each question in a different exam book

QUESTION 1

Using at least THREE South African examples, critically discuss the role of the media as:

- (a) Filters or gatekeepers
- (b) Fourth Estate
- (c) Tools for social integration and nation-building

[50]

QUESTION 2

Using relevant examples, discuss the following theories:

- (a) Hypodermic needle and magic bullet theory
- (b) Two step information flow model
- (c) Uses and Gratification Model

[50]

QUESTION 3

The notion of active audiences in reception studies does not mean that media have no effects. It means that media consumption is a very complex activity'.

Critically discuss this statement with references to debates on media effects and reception analysis

[50]

QUESTION 4

Discuss the characteristics and mandate of the following tiers of broadcasting:

- (a) Public service broadcasting
- (b) Commercial broadcasting
- (c) Community broadcasting

In your answer, provide relevant examples from South Africa

[50]

END