



UNIVERSITY OF JOHANNESBURG

NOVEMBER 2018: SUPPLEMENTARY 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. This exam consists of four (4) questions
2. Answer any **TWO** questions
3. Read the questions carefully
4. Answer each question in a different exam book

QUESTION 1

Early media research assumed direct effects, adopting a 'hypodermic' injection concept of mass media, also described as the 'transmission' model. Outline the "powerful effects" view of media influence and provide a critical evaluation of this perspective.

[50]

QUESTION 2

Several metaphors/images have been used to express the different ways in which the mass media connect us to reality. Critically discuss with the use of examples each of the metaphor below:

- (a) Media as a 'mirror of events'
- (b) Media as a 'fourth estate'
- (c) Media as a 'public sphere'

[50]

QUESTION 3

Discuss Stuart Hall's Encoding and Decoding model of reception analysis

- (a) How is this model 'Encoding and Decoding' different from the Hypodermic needle/magic bullet model?
- (b) Please, ensure you incorporate relevant examples to support your discussion.

[50]

QUESTION 4

Define the term "public service broadcasting". Discuss the challenges that are preventing the SABC from meeting its public service mandate.

[50]

END