



Supplementary/replacement examination

COURSE: Global Communication

DEPARTMENT: Communication Studies

SUBJECT CODE: CMS3BB3/CMS3B21

TIME: 3 hours

MARKS: 100

EXAMINERS: Dr K Madlela
Prof M Burger

Instructions:

- **Answer any 3 questions.**
- All questions carry equal marks
- Indicate the **question number** clearly with a heading, before you start your essay.
- Use the **essay writing format** prescribed by this module – as is explained in the study guide and taught during the lecture and practiced during tutor classes. Marks will be deducted for disregarding the prescribed format.

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1. In the 1980s the McBride report confirmed the imbalances in global media flows from the US-led West to the rest of the world. This imbalanced flow of information is still evident today. Against this background, draw on the electronic colonialism theory and the world systems theory to explain an unbalanced flow of global communication. Illustrate with examples.
 2. In a democracy, all citizens have the right to access to information and to communicate publicly. Discuss this assumption in relation to the medium of a community radio station, pay particular attention to its role in aiding and facilitating community participation.
 3. Diary style blogging can be understood as 'writing the self'. Explaining why many people have the need to share personal information online to anonymous audiences in today's globalized world.
 4. The promise of the digital revolution is that ordinary people can potentially become mass communicators. Critically discuss the above statement within the context of the digital divide. Illustrate your argument with examples.

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