



**COURSE:** Communication, Media and Society

**DEPARTMENT:** Communication Studies

**SUBJECT CODE:** CMS8X12

**TIME:** 2 Hours

**MARKS:** 100

**EXAMINERS:** Internal: Professor Pier Paolo Frassinelli and Mr Itunu Bodunrin  
External: Dr Priscilla Boschhoff (Rhodes University)

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**INSTRUCTIONS:**

- Answer **two** of the following questions: **one question from section A and one question for section B**
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**Section A**

1. Critically discuss the following aspects of culture, communication and media (Denis McQuail 2005) using relevant examples:

- a. Commodification of culture
- b. Globalisation
- c. Cultural identity
- d. Policy and cultural diversity, gender and subculture
- e. Ideology and hegemony

**Or**

2. Although 'silence' is often directly associated with utterances and the vocal modality of speech, it also connotes the 'absence of something which should be present' (Sifianou 1997). Critically reflect on forms of structured silence within contemporary South African society.

(50)

**Section B**

1. Critically analyse and interpret a recent media text using some of the interpretive methods and concepts discussed in class – that is, semiotics, multimodal critical discourse analysis, and encoding/decoding.

**Or**

2. Discuss the hashtags #RhodesMustFall and #FeesMustFall using the following definition of 'media event' as your starting point: a 'media event [...] references not only an external event, but itself becomes a reference point'. (Samantha C. Thrift).

(50)

**TOTAL: 100**