



Supplementary examination: 2018

COURSE: Communication, Media and Society

DEPARTMENT: Communication Studies

SUBJECT CODE: CMS8X12

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

TIME: 2 Hours
MARKS: 100

INSTRUCTIONS:

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

1. 'Even in our silences we speak': critically discuss this statement using relevant examples.

Or

2. Discuss various ways of looking at 'popular culture'.

(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 concept of decolonisation using the #RhodesMustFall hashtag as your starting point.

(50)

TOTAL: 100