



MAIN EXAM:

NOVEMBER 2018

COURSE: FILM AND TELEVISION STUDIES 3B

SUBJECT CODE: FTV3BB3 AND FTV3B21

EXAMINERS: MS. S BARRY

PROF G MOTSAATHEBE

MARKS: 100

MODERATOR: MS. P DANNHAUSER

TIME: 3 HOURS

THIS PAPER CONSISTS OF TWO (2) PAGES

THIS PAPER CONSISTS OF SECTIONS A AND B

ANSWER SECTION A (THE AUDIENCE) IN ONE BOOK

ANSWER SECTION B (SOUTH AFRICAN CINEMA) IN A SECOND BOOK

SECTION A – THE AUDIENCE

QUESTION 1 (COMPULSORY)

The “[t]elelevision audience is becoming increasingly fragmented, individualized, dispersed...it does not make sense to speak about the ‘television audience’ as a neatly demarcated object of study” (Ang, 1996:67).

Critically discuss this statement in relation to audience ethnography and the ‘ethnographic turn’ that audience studies have taken in recent years. In your answer, discuss the assumptions of audience ethnography and its advantages and disadvantages. Refer to relevant examples of ethnographic audience studies in your answer.

[30]

AND

CHOOSE ONLY ONE (1) OF THE FOLLOWING TWO (2) QUESTIONS IN THIS SECTION:

QUESTION 2

Soap opera, like more ‘serious’ television drama, attempts to encompass the unpleasant and problematic aspects of our human relations (Livingstone, 1990:56).

Using this statement as a starting point, explain why television soap operas are so popular with audiences and why they have been the focus of so many audience studies.

[20]

QUESTION 3

Critically discuss the Hypodermic Needle Theory and its core assumptions, particularly in relation to the notions of 'active' and the 'passive' audience. Provide relevant examples to illustrate your answer.

[20]

SECTION B – SOUTH AFRICAN CINEMA

QUESTION 4 (COMPULSORY)

Stuart Hall identifies 5 elements of Narrating a Nation. In a well thought out essay, discuss these elements in relation to the film *Hear me Move* (2014).

[30]

AND

CHOOSE ONLY ONE (1) OF THE FOLLOWING TWO (2) QUESTIONS IN THIS SECTION:

QUESTION 5

Keyan Tomaselli (1983) notes that:

The South African film industry works in a capitalist economy and this mode of production affects what is offered in aesthetic and thematic terms.

Respond to this statement, with particular reference to the influence of Hollywood conventions evident in *Happiness is a Four Letter Word* (2016).

[20]

OR

QUESTION 6

Bev Ditsie argues that race, gender and sexuality have had a significant impact on her career and ability to make films. Discuss this within the framework of Rozanne Engel's thesis on the marginalisation of women of colour.

[20]

TOTAL: 100 MARKS