



**EXAMINATION: JUNE 2020**

**PAPER:**

**JOURNALISM THEORY**

**SUBJECT CODE:**

**JNS1AA1**

**EXAMINER:**

**PROF. JANE DUNCAN**

**TIME: TAKE HOME  
EXAM**

**MODERATOR:**

**PROF. SARAH CHIUMBU**

**MARKS: 100**

THIS PAPER CONSISTS OF THREE (3) PAGES. YOU MUST ANSWER ALL THE QUESTIONS IN ONE WORD DOCUMENT/HAND-WRITTEN DOCUMENT AND SUBMIT IT ON TURNITIN ON BLACKBOARD. *YOU SHOULD INCLUDE YOUR STUDENT NUMBER AND SURNAME IN THE DOCUMENT NAME WHEN YOU SUBMIT.*

**GUIDELINES FOR PREPARATION:**

- The exam paper will be uploaded to an 'EXAM' link on Ulink ONE WEEK before the exam date on the final exam timetable.
- This is a take-home exam, and therefore it is an open book exam. You should consult any readings that you have been assigned for your course, videos and presentations that have been posted online, as well as any videos or supplementary material that you can access.
- You can spend ONE WEEK to prepare and write your answers to this exam. The exam should be submitted on Blackboard BEFORE MIDNIGHT on the exam date.
- *Please submit a typed essay if at all possible. If not, you may take photographs/scans of a handwritten essay and submit it on Blackboard under the 'Exams' link that has been created.*
- A note on essay questions/ discussions: Please note that because you have access to all the readings and course materials, we require insight and depth in your answers, especially essay questions. You cannot rely on just putting down information – you should synthesise your reading and discuss the issues in depth. *The focus of this exam is to test how well you can integrate the discussion of the relevant films and videos you saw this semester with the theory that you learned.*

**GUIDELINES FOR SUBMISSION:**

- The primary portal for submission is the Blackboard site for your course, through TURNITIN. A link will be created where you can submit your exam.
- IF IT IS IMPOSSIBLE TO SUBMIT ON BLACKBOARD FOR TECHNICAL REASONS YOU MAY SUBMIT ON THE FOLLOWING PLATFORM (AS DETERMINED BY THE LECTURER):

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***PLEASE DO NOT SUBMIT ON ANY OTHER PLATFORM IF YOU HAVE ACCESS TO BLACKBOARD!***

## **SECTION A (ANSWER ONE QUESTION)**

### **QUESTION 1**

Define the terms ***short-term media effect theory*** and ***long-term media effect theory***, and give examples of how **any four (4)** media effect theories could be applied to the South African media.

(50)

### **QUESTION 2**

Define normative theory and discuss which normative theory or theories you think best describe the South African media.

(50)

## **SECTION B (ANSWER ONE QUESTION)**

### **QUESTION 3**

As a journalist you will often be faced with a situation where there is no clear right or wrong, hence the importance of ethics.

***Define media ethics*** and discuss the relevance of **any two (2)** of the following **three (3)** ethical dilemmas for South African journalists today:

- *conflict of interest,*
- *privacy vs. public interest*
- *covering a diverse society.*

(50)

**QUESTION 4**

*South African has more media freedom now, in a democracy, than it did **before 1994** when apartheid still existed. Critically discuss.*

**(50)**

***TOTAL:* [100]**

**--ooOoo--**