



**CAM 1B Main exam: October 2021**

PAPER:

Communication and Media 1B: Mass  
Communication

SUBJECT CODE:

CAM1BB1/CMS1B21/CMS1BB1

EXAMINERS:

Dr Varona Sathiyah  
Ms Shelley Barry

TIME: 7 day take  
home exam.

**Date of  
submission: 26  
October 2021**

MODERATOR:

Dr Sifiso Mnisi

MARKS: 100

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**GUIDELINES FOR SUBMISSION:**

- The portal for submission is Blackboard – the Ulink website for this particular course. A link has been created where you can submit your exam.
  - Please note that SafeAssign is a programme which checks for plagiarism in your submission. A SafeAssign similarity report higher than 20% will be penalised by a 10% mark deduction from your final mark.
  - Please ensure that you reference all the sources used. Please use the Harvard referencing style guide (included in your exam resource pack).
  - The exam resource pack consists of articles which will assist you to answer questions from section A.
  - This exam question paper consists of 2 pages.
  - Please use size 12 font, Arial, 1.5 line spacing.
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**SECTION A**

**QUESTION 1**

**Please write one essay on one of the following essay topics.**

The essay should be two to four pages:

1. Explain and discuss the differences and similarities between mass communication and mass self-communication using examples with which you are familiar. (50)

**or**

2. Explain and discuss Julie Reid's (2013) adaptation of Roland Barthes' concept of myth using examples with which you are familiar. (50)

**TOTAL SECTION A [50]**

**SECTION B**

**QUESTION 1**

**Please answer all the questions below:**

1. Describe the essence of visual dramatic structure and apply it to the film, *Hero 20* (2020) (6)
2. Discuss the "Tests, Allies and Enemies" the archetypal Hero encounters in *Black Panther* (2018). (10)
3. Explain the difference between diegetic and non-diegetic sound, with an example of each. (4)

(20)

**QUESTION 2**

You have been invited to submit a script to be considered by a broadcaster on the following topic: *Vaccination*. You may submit the following for either the documentary or fiction genre.

1. A logline (3)
2. A synopsis (7)
3. A script, consisting of two pages. (20)

(30)

**TOTAL SECTION B [50]**

**TOTAL MARKS [100]**

