



CAM 1B Supplementary exam: November 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.

MODERATOR:

Dr Sifiso Mnisi

MARKS: 100

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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PAPER: COMMUNICATION AND MEDIA STUDIES
SUBJECT CODE: CAM 1B

SECTION A

Please answer one question from section A

QUESTION 1

Discuss the transition from mass communication to mass self-communication using the following quotation as your starting point – your essay should include a discussion about how the ownership of digital media platforms influences the type of media content produced, as well as a discussion of how technology has changed the communication field:

[Mass self-communication] is mass communication because it can potentially reach a global audience, as in the posting of a video on YouTube, a blog with RSS links to a number of web sources, or a message to a massive e-mail list. At the same time, it is self-communication because the production of the message is self-generated, the definition of the potential receiver(s) is self-directed, and the retrieval of specific messages or content from the World Wide Web and electronic communication networks is self-selected. (Manuel Castells 2009).

(50)

Or

QUESTION 2

Discuss the following concepts within the field of communication using examples with which you are familiar:

Communication is the sharing of meaning through the exchange of information. The process of communication is defined by the technology of communication, the characteristics of the senders and receivers of information, their cultural codes of reference and protocols of communication, and the scope of the communication process. Meaning can only be understood in the context of the social relationships in which information and communication are processed (Manuel Castells 2009).

(50)

TOTAL SECTION A

[50]

SECTION B

QUESTION 1

Please answer all the questions below:

Apply the 12 stages of Joseph Campbell's Hero's journey and apply to the film, *Black Panther* (2018) (20)

QUESTION 2

You have been invited to submit a script to be considered by a broadcaster on the following topic: *Space Travel*.

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) |

TOTAL SECTION B	[50]
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TOTAL MARKS	[100]
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