

UNIVERSITY OF FORT HARE

**MASS COMMUNICATION THEORIES & MODELS
CMS214**

SUPPLEMENTARY EXAMINATIONS

MAY/JUNE

2025

.....

Time: 3hrs

Subject: CMS214

Marks: 100

**This paper consists of 10 pages, including
the cover page.**

**Internal Examiners
Dr. K Onyenankeya
Prof O Osunkunle**

External Examiner

INSTRUCTIONS

This paper consists of twenty-five (25) multiple-choice type questions. All the questions are compulsory. Each question carries *two* marks.

Question 1: Three people, after watching the video of Kanye West's song "Stronger" had this to say

1a. "This is another great song by Kanye West, which focuses on the idea that hard times make him stronger. The line that says, "There's a thousand yous, there's only one of me" is a celebration of the individual. The video is full of exciting, futuristic imagery, heavily influenced by a Japanese movie that Kanye liked. The whole video/song combination is another example of West's genius and innovation"

1b. "It's offensive to have a wiggling woman in the video, who seems to have no function but as decoration. Music videos often depict women like this, and it is sexist and demeaning. But otherwise, "Stronger" is an interesting celebration of surviving and improving after difficult times.

1c. "This is a terrible rant by an appallingly egotistical rapper. He says, "Bow in the presence of greatness... You should be honoured by my lateness", clearly showing that he thinks he is some sort of wonderful genius. His use of images of Japan is puzzling. His depiction of women is terrible. He even includes an image of an atomic bomb exploding, which did happen in Japan and was a terrible tragedy for thousands of people. This shows that Kanye West is a heartless, silly man only interested in making silly, sexist, self-absorbed music (full of unnecessary swearing too, hmmph!)"

According to Hall's three readings of media, Dominant, Negotiated and Oppositional reading, what type of readings are the following:

1a

1b

1c

Question 2. The normative theory of the press that believes audiences should take part in creating media content is...

- a. Social responsibility theory
- b. The authoritarian theory
- c. The libertarian theory
- d. The democratic-participant theory**
- e. Development theory

Question 3. Self-regulation and responsible journalism are the basic principles of ...

- a. The authoritarian theory
- b. The libertarian theory
- c. The democratic-participant theory**
- d. Development theory

Question 4. In Soviet Communist theory is censorship is.

- a) True
- b) False

Question 5. Which of the underlisted normative theories of the press promotes the Marxism–Leninism ideology?

- a. Social responsibility theory

- b. The authoritarian theory
- c. The libertarian theory
- d. The democratic-participant theory e
- e. Development theory
- f. Soviet Communist theory

Question 6. Which is the correct way of knowing or seeking knowledge about our social world or reality?

- a) Objectivism
- b) Subjectivism
- c) A and B
- d) All of the above
- e) None of the above

Question 7. What is encoding

- a) It is the vehicle through which a message is carried from the communicator to the receiver.
- b) It is the formulation of a message in the communicator's mind
- c) It is one who initiates the communication process
- d) Other end of communication

Question 8. Mass culture is synonymous with

- a) Popular culture
- b) Mass media culture
- c) Cultural imperialism

Question 9. Which of the normative press theories is similar to the democratic-participant theory?

- a) Development theory
- b) Socialisation and hearing
- c) Framing theory
- d) Libertarian theory
- e) Development

Question 10. Which of the underlined is not a level of analysing media content or message?

- a. Content
- b. Form
- c. Communicator
- d. Meaning
- e. all of the above

Question 11. Which one is the triangle model of communication?

- a) Newcomb's model
- b) Gatekeeping model
- c) Gerbner's model
- d) Schramm's model

Question 12. Which of the following is not a phase of the diffusion process propounded by Everett M Rogers

- a) Trial
- b) Cogitation
- c) Evaluation

d) Awareness

Question 13. According to Noelle-Neumann, "quasi-statistical sense" in the Spiral of Silence Theory refers to the ability of individuals to assess or judge the climate of public opinion.

- a) True
- b) False

Question 14. According to Agenda-Setting Theory, the media influences the public agenda by:

- A) Giving more exposure to particular topics
- B) Telling the audience that a topic is good or bad
- C) By determining what issues are given the most attention
- D) Polling viewers and readers about their opinions

Question 15. What phenomenon is at work when media create prominence for issues and people by giving them coverage?

- a. Status conferral premium
- b. Framing
- c. Agenda setting

Question 16. Opinion leaders are a key component in ...

- a. Two-step flow theory.
- b. Diffusion of Innovation theory
- c. Framing

Question 17. Which is a cumulative effects theory?

- a. Don Shaw and Maxwell McCombs' agenda-setting phenomenon
- b. Elisabeth Noelle-Neumann's spiral of silence model
- c. Stereotype

Question 18. Which is an example of the cognitive effect of the media

- a. Two-step flow theory.
- b. Diffusion of Innovation theory
- c. Status conferral
- d. Agenda setting

Question 19. Which is an example of the affective effects of the media

- e. Modelling.
- f. Diffusion of Innovation theory
- g. Stereotype
- h. Framing
- i. Agenda setting

Question 20. Imagine your friend, a Botany student, comes up to you and says: "Hey Thando, look at the epic stem on this plant, how cool!". Your first reaction will likely be: Is that really an epic stem? How does Thando know that it is an epic stem? Why does Thando have some really weird opinions? What you are doing right there is

- a. Ontology
- b. Epistemology
- c. Humanism

d. Determinism

Question 21. Phenomenology rejects the idea that reality can be established by examining people's lived experiences

- a) True
- b) False

Question 22. People who say 'Nigerians are drug dealers' , South Africans are lazy' often see these statements as the truth.

- a) False
- b) True

Question 23. A weakness of Shannon and Weaver's 'mathematical model' is

- a) Failure to recognise Noise in message encoding and decoding
- b) Absence of Feedback
- c) The issue of Signal
- d) All of the above

Question 24. Projection and introjection are important elements of the social integration function of film.

- a) True
- b) False

Question 25. Which theory states that consumption of and exposure to media messages or content alone is not enough to make people change their attitudes and views towards a social issue; instead, the media helps to strengthen existing cultural beliefs.

- a. Social expectation theory
- b. Long-term effects theory
- c. Minimal effect theory
- d. Short-term effects theory

TOTAL: 100

END