



University of Fort Hare  
*Together in Excellence*

DEGREE EXAMINATION  
JUNE 2023

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Time: 2 hours  
Subject: Communication  
Paper: Mass Communication Theory (CMS 212)  
Marks: 100

**Internal examiners**

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**INSTRUCTIONS:**

1. The paper consists of two sections: A and B. There are 32 Questions.
2. All answers must be written in the answer booklet.
3. Number your sections and questions correctly
4. write clearly and legibly.

## SECTION A

This section consists of 30 multiple-choice type questions. Each question carries two marks. You are required to answer ALL 30 questions.

### Questions 1-10

State whether each of the following statements is TRUE or FALSE

1. Phenomenology rejects the idea that reality can be established by examining peoples lived experiences.
2. Projection and introjection are important elements of the social integration function of film.
3. Critical approach to research aims at revealing mechanisms of oppression.
4. According to Spiral of Silence Theory, most individuals can judge the climate of public opinion.
5. When media messages affect the way, we think about something it is said to have an Affective effect.
6. The statements 'Nigerians are drug dealers' 'South Africans are lazy' are stereotypes.
7. George Gerbner's Communication model says, "Where there is imbalance, people will try to restore cognitive balance by communicating.
8. The Soviet Communist theory believes in top-down control of the media.
9. Universalists believe the purpose of theory is to generate universal laws of human behaviour.
10. Newcomb's ABX/model is a simple representation of communication dynamics between two people.

### Questions 11-15

(20 Marks)

In the following questions, you are required to match Column A with Column B. Write down the question number and the correct alphabet only.

Match Column A with Column B

(10 marks)

Column A	Column B
11. Determinist	A. 'how do we know what we know'?
12 Phenomenology	B. "I know things because they exist independently of me."
13 Positivism	C. Believes that analysing daily human behaviour gives us a greater understanding of nature
14. Empiricist	D. The view that procedures in social science should be just like those of the natural sciences:
15. Epistemology:	E. Believe that human behaviour is governed by forces beyond individual control.

**Questions 16-30 - Multi-choice question – Write down in your answer booklet the question number and the correct alphabet representing your answer.**

**16:** After watching the video of Kanye West's song "Stronger", three people made the statements [A], [B] and [C] below. Provide the appropriate term for statements [A], [B] and [C] according to Hall's three readings of the media.

- A.)
- B.)
- C.)

**16A.]** “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”.

**B.]** “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”.

**C.]** “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, hmmmph!)”.

**17. 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

**18. 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

**19. 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

**20. The two major ways of knowing or seeking knowledge about our social world or reality are:**

- a. Objectivism
- b. Subjectivism
- c. Determinism
- d. Humanism
- e. All of the above

**21. 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 message in the communicator's mind.
- c) It is one who initiates the communication process.
- d) Other end of communication

**22. Which is a Theory of media violence.**

- a) Socialisation and hearing
- b) Catharsis
- c) Aggressive cue
- d) Reinforcement

**23. 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) Offering all sides and opinions of the issue
- (d) Polling viewers and readers about their opinions

**24. 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

**25. Opinion leaders are a key component in ...**

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

**26. 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

**27. 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. Framing
- e. Agenda setting

**28. Which is an example of “affective effect” of the media**

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

**29. Which theory states that consumption of and exposure to media message 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 conduct beliefs.**

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

**Question 30. When the media prioritise certain events and topics and create a particular image of reality, we describe the process as**

- A. Meaning construction
- B. Framing
- C. Modelling
- D. Agenda setting
- E. A and B

**-SECTION B:**

**Answer ANY two (2) questions. Each questions carries 20 marks.**

**Question 31**

- a) Explain why we theorise about mass communication. (10)
- b) Differentiate between a theory and a model. (10)

**Question 32.**

Outline the entertainment functions of electronic moving images (that is, film, video, TV). Your answer should cover the concepts of identification; distance and play; and recreation and leisure. (20)

**Question 33**

Describe the following two models of communication:

- b) Shannon and Weaver's model (including its drawbacks) (10)
- a) Newcomb's ABX/balance model; and (10)