

UNIVERSITY OF FORT HARE

CMS 311

DEGREE EXAMINATION

JUNE 2015

Time: 3 hours
Subject: Communication
Paper: Media and Society
Marks: 100

This paper consists of 2 pages including the cover page

Internal Examiner
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External Examiners
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Instructions

Answer ONE question from Section A, and TWO questions from Section B.

Section A. Answer one question from this section.

- 1a) Habermas (1962) argued that the public sphere evolved through three stages: the feudal public sphere, the modern bourgeois public sphere, and the decline. Summarise his argument. (20)
- b) Outline what Habermas (2006 in Fourie 2007) says are the “pathologies” of political communication. (20)

OR

2. Describe the South African media industry today. Your answer should include a description of key developments in the press since democratisation; ICASA; MDDA; and the SABC. Give examples wherever possible to illustrate your answer. (40)

Section B. Answer two questions from this section.

3. Describe the seven functions of media in colonial Africa, giving examples where possible. (30)
4. Stuart Hall (1980) said we can “read” the media in various ways: we can make a dominant reading, a negotiated reading, or an oppositional reading. Explain what these underlined terms mean and in each case give two examples of reading the media to illustrate your answer (30)
5. “These days, positive representations of gay people *can* be found in the media.” Discuss this statement in the context of South Africa, giving at least one example from broadcast media and one example from print. (30)
- 6a) Explain the two main schools of thought about what ‘ideology’ is. Give an example in each case.
- b) Outline Louis Althusser’s ideas about ideology. Give an example to illustrate ‘interpellation’.
- c) Outline Antonio Gramsci’s ideas about hegemony. Give an example of ‘hegemony’. (30)