

UNIVERSITY OF FORT HARE  
COM. 311: MEDIA & SOCIETY  
DEGREE EXAMINATION  
JUNE 2023

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Time: 3 Hours  
Subject: Communication  
Paper: Media & Society  
Marks: 100

This paper consists of 2 pages, including the cover page.

**Internal Examiners**

DR K.U. ONYENANKEYA  
DR. L MOYO

**External Examiners**

DR. T. CHARI

**Instruction**

**Answer any FIVE (5) questions.**

## INSTRUCTIONS: ANSWER ANY FIVE QUESTIONS

- 1a) Briefly explain how media representation works.
- (b) "These days, positive representations of gay people can be found in the media." Discuss this statement in the context of South Africa, giving examples from the media. (10)
- (c) "Women in media are often portrayed in a stereotyped way." Discuss this statement, giving examples from the media. (10)
2. Compare and contrast the functions of media in colonial Africa with the functions of media in postcolonial Africa. (20)
3. 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. (20)
- 4a) Habermas (1962) argued that the public sphere developed in three stages. Summarise his argument. (10)
- b. According to Habermas (1962), the media is not a "deliberative public sphere" (that is, a public sphere in which calm, rational, careful argument happens) because of the pathologies of political communication. Outline these 'pathologies' in the context of South Africa. (10)
5. List and explain five impacts of globalization on the African media space (20)
6. Briefly define the following terms.
- a) Hegemony
  - b) Ideological state apparatuses
  - c) Critical theory
  - d) Globalisation (20)