

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MEDIA II: PRINT AND BROADCAST: (IJM 1205)
AUGUST 2004 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

- i) Answer **four** questions in all.
- ii) Question one is compulsory.
- iii) Answer **three** questions from Section B.
- iv) Poor spelling and grammar will be penalised.

Section A: ANSWER THE QUESTION

Question 1

All television news programmes have certain elements which make them TV news. Using your local TV news station as the example, highlight these elements and say in what ways it is similar and different from the genre of TV news.

[40 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

Accuracy, balance and objectivity are as important to TV news as they are to print. What aspects of TV news do you believe can overshadow these positive qualities? Discuss.

[20 marks]

Question 3

All media texts are constructed using a media language, but how we interpret these codes depends on many factors. Which of these do you believe may influence the analysis of a media text and why? Give examples.

[20 marks]

Question 4:

A key component of media law is the extent to which the constitution of the land protects “freedom of the press/media” as a fundamental right. Select two countries you have studied and discuss how these states have or have not protected their media.

[20 marks]

Question 5:

Some countries in the SADC region guarantee their media a variety of freedoms through their constitutions, yet when put into practise; these media are not as free as expected. Select two laws of any SADC country except South Africa and Zimbabwe and discuss the above statement, using case studies.

[20 marks]

Questions 6

South Africa had to overhaul radically its media as it entered a new era of democracy in 1994. Using examples, explain how the country's media cleaned up their act to fit in with the new dispensation.

[20 marks]