

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOUR OF SCIENCE IN JOURNALISM AND MEDIA STUDIESW
GENDER, RACE, CLASS AND THE MEDIA (IJM 2112)
DECEMBER 2011 EXAMINATION
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i) Section A is **compulsory**.
 - ii) Answer any **three** questions in Section B.
 - iii) Start each answer on a new page.
 - iv) Poor spelling and grammar will be penalised.
 - v) Do not repeat material.
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SECTION ONE

Question 1

- a) Discuss the constraints that limit the media from improving coverage of and representations of race, class and gender. **[25 marks]**
- b) Using examples from both local and global media, discuss the different strategies that could be employed by the media to counter these challenges. **[15 marks]**

Total: **[40 Marks]**

SECTION B

Question 2

“The media are engines for social change. They can promote or destroy good race or ethnic relations”. (Tuchman, 1988: 617)

Critically reflect on this statement, with specific reference to the role played by the media in the 2008-2009 xenophobic attacks in South Africa. **[20 Marks]**

Question3

- a) Define tabloidisation [5 marks]
b) Do you think the media's growing interest in human interest stories will improve the visibility of women in the news? Use illustrations to support your answer. [15 marks]

Total: [20 Marks]

Question 4

Discuss Tajfel (1979)'s social construction theory of identity and show how the media helps shape identities relating to gender, class and race. [20 Marks]

Question 5

Evaluate the role advertisers play in perpetuating gender stereotypes in the media. Use local and global advertisements to explain your answer. [20 Marks]

Question 6

Define the following concepts and show how they relate to gender, race and class representation:

- (a) Mediation. [10 marks]
(b) Representation. [10 marks]

Total: [20 Marks]