

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION & INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM & MEDIA STUDIES

BSc Honours degree in Journalism and Media Studies

IJM 2215: Media Texts and Reception

May 2012 FINAL EXAMINATION

3 HOURS

INSTRUCTIONS TO CANDIDATES

1. **Section A** is compulsory
2. Answer any two questions from Section B
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

SECTION A

QUESTION 1

Narrative analysis has been considered an important element of critical textual analysis. Making reference to narrative theorists, discuss what can be considered the value of studying narrative and illustrate your answer with reference to concrete examples **(40 marks)**

SECTION B

QUESTION 2

Discuss the relevance of the Frankfurt school and Birmingham schools of thought in helping us to understand the relationship between media texts and audiences. **(30 marks)**

QUESTION 3

[T]he meaning of media texts is not something fixed, or inherent, within the text. Rather, media texts acquire meaning only at the moment of reception, that is, when they are read, viewed listened to, or whatever (Ang 1990:160). Critically interrogate this statement. **(30 marks)**

QUESTION 4

Explain the major tenets of the constructivist approach. In your answer show its relevance to a critical study of the media. **(30 marks)**

QUESTION 5

What are the ideological implications of these character functions in a text as advanced by Propp's narrative model? Give examples in your answer.

- a. Hero (6 marks)
- b. Villain (6 marks)
- c. Helper (6 marks)
- d. False hero (6 marks)
- e. Donor (6 marks)

Total **(30 marks)**