

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

July 2012 SUPPLEMENTARY EXAMINATION

3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer any **FOUR** questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised.

QUESTION 1

Discuss the significance of Todorov's narrative model in the deconstruction of media texts.

[25 marks]

QUESTION 2

Evaluate the contribution of the structuralist and constructionist approaches to the understanding of the dynamics of the production and reception of media texts.

[25 marks]

QUESTION 3

Discuss the various ways in which Thompson's (1990) 'critical conception' of ideology offer new ways of unpacking underlying ideologies in media texts.

[25 marks]

QUESTION 4

Strelitz (2001) points out that media consumption always takes place in a particular context and that an understanding of this context is crucial in assessing what particular texts mean to particular audiences. Discuss

[25 marks]

QUESTION 5

Discuss the importance of language in the representation process.

[25 marks]

QUESTION 6

Give a detailed explanation of the circuit of culture.

[25 marks]