



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**

**BACHELOR OF SCIENCE (HONOURS) IN JOURNALISM AND MEDIA STUDIES**

**MEDIA TEXTS AND RECEPTION**

**IJM 2215**

**Final Examination Paper**

**May 2017**

This examination paper consists of 3 pages.

**Total Allowed Time:** 3 hours

**Total Marks:** 100

**Examiner's Name:** Mr Blessing T. Jona

**INSTRUCTIONS**

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.

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	<b>40</b>
2.	<b>30</b>
3.	<b>30</b>
4.	<b>30</b>
5.	<b>30</b>

## SECTION A

### QUESTION 1

- a) Describe the three ways in which 'audience' is conceptualised. **(15 marks)**
- b) Explain theories and/or research questions that arise out of each of these conceptualisations of 'audience'. **(25 marks)**

**Total** **[40 Marks]**

## SECTION B

### QUESTION 2

- a) Outline and criticise the main ideas brought forward by structuralism on the relationship between media texts and audiences. **(15 marks)**
- b) Outline and criticise the main ideas brought forward by culturalism on the relationship between media texts and audiences. **(15 Marks)**

**Total** **[30 Marks]**

### QUESTION 3

Relying on your understanding of narrative theory and with the aid of examples, explain how narrative functions in conditioning the relationship between a text and its reader. **[30 Marks]**

#### QUESTION 4

*YizoYizo enters the South African entertainment scene. The gang raping, abuse of girls, intimidation of teachers by young male students, and other vile acts represented in the film soon become a major attraction to many students in the country. Before long, desks are being burnt and a whole lot of other insane and vulgar acts are now being witnessed in South African schools. When asked about this trend of unfortunate events, a local media practitioner says, "YizoYizo is a perfect example of how a text can become popular. For the young, it is a way of distancing themselves from parental authority, which operates precisely through local frameworks."*

Drawing from the above hypothetical case and with the aid of more examples, assess the extent to which a text can exercise power and influence over its audience. **[30 Marks]**

#### QUESTION 5

- a) In a clear diagram, illustrate Fairclough's CDA model. **(15 marks)**
- b) Describe what each stage of carrying out CDA, according to this model, entails. **(15 marks)**

**Total** **[30 Marks]**