



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MASTER OF SCIENCE IN JOURNALISM AND MEDIA STUDIES
MEDIA TEXTS AND AUDIENCES
(IJM 6102)

Final Examination Paper

October 2016

Time Allowed: 3 hours
Total Marks: 100
Examiner's Name: Mr Blessing T. Jona

INSTRUCTIONS

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

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	30
3.	30
4.	30
5.	30

SECTION A

QUESTION 1

- a). Carry out a narrative analysis of the advert in **Annexure 1**. **(20 marks)**
- b). Explain the value of studying narrative to a text-based researcher. **(20 marks)**
- Total** **[40 Marks]**

SECTION B

QUESTION 2

The 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).

With the aid of examples, explore the validity of this statement. **(30 marks)**

QUESTION 3

Between structuralism and culturalism, which school of thought best houses the theory of intertextuality? Argue your point by demonstrating your knowledge of the key tenets of structuralist and culturalist schools of thought in relation to the key tenets of the theory of intertextuality. **(30 marks)**

QUESTION 4

Within the spectrum of schools of thoughts that attempt to demystify the relationship between media texts and audiences, where does the constructionist approach to representation belong? Discuss with the aid of examples. **(30 marks)**

QUESTION 5

Relying on key tenets of any discourse analysis method that you know, explain how a text – based researcher can use discourse analysis to expose the biases that are disguised in texts that make up any discourse of your choice. **(30 marks)**

Annexure 1



TO US, EVERYONE IS A DIAMOND IN THE ROUGH.

With the help of De Beers, the Culivan Field Band formed in 2003, with members pouring in from the surrounding underprivileged areas and few knowing how to play an instrument, let alone read music. A mere six months later the band won the Junior Championships and it has gone on to springboard many of its members into the professional arena. De Beers. Always looking forward. Always giving back.

DE BEERS
A DIAMOND IS FOREVER

www.debeers.com

Notes

- **Anchor**= To us everyone is a diamond in the rough.It is in three short lines.
- **The supporting text** = With the help of De Beers, the Cullinan Field Band formed in 2004, with members pouring in from the surrounding underprivileged areas and few, knowing how to play an instrument, let alone read music. A mere six months later the band won the Junior Championships, and it has gone on to springboard many of its members into the professional arena. De Beers. Always looking forward. Always giving back
- **Motto** = A diamond is forever.
- In the advert there is a brass band of nine members parading in a large hall.
- These boys are in two files and each file consists of four band members.
- In each file the boys are arranged according to their heights, starting first with the tallest and ending with the shortest.
- The ninth and youngest member of the band is in the middle suggesting that he is the bandleader. The band members are wearing purple uniforms, and purple and white hats.
- All of them are wearing white shoes except for three boys at the back.
- These boys are wearing black shoes.
- The band's jackets have golden buttons and each jacket sleeve has two golden ribbons at the wrist. The boys are blowing shiny and well polished trumpets.
- The illumination in the hall is from six golden chandeliers that are fixed on a white ceiling. Bright red curtains cover the windows and the stage in the hall.
- The stage curtain has a gleaming stripe on it. The brown wooden floor is shiny.