

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2018/2019 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: MASS MEDIA AND SOCIETY

COURSE CODE: JMC 246

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. Answer any three questions
2. Each question carries 20 marks
3. Students are requested, in their own interests, to write legibly

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

Question One

Within the early perspectives on mass culture, critically discuss the following perspectives:

- (a) Conservative Mass Theory approaches [10]
- (b) Liberal-pluralist approaches [10]

Question Two

“At the point of sale, the commodity exhausts its role in the distribution economy, but begins its work in the cultural. Detached from the strategies of capitalism, its work for the bosses completed, it becomes a resource for the culture of everyday life” (Fiske, 1998, p.39).

Write an essay (5-6 pages) in which you discuss the Cultural Studies understanding of the relationship between the media, the media text and the audiences.

Question Three

Discuss the political economy of social media.

Question Four

Choose four of the following concepts and write 1^{1/2}-2 pages on each. You should be able to explain the meaning of each concept and discuss why it is an important concept to study when examining the media.

- (a) Mass society
- (b) Hegemony
- (c) Ideology
- (d) Discourse
- (e) Technological determinism
- (f) Cultural imperialism

Question Five

In relation to globalisation and global information flows, discuss the following concepts. Your answer should build on arguments discussed in class and those of key scholars such as Daya Thussu, Herbert Schiller and Oliver Boyd-Barrett.

- (a) Global flows as ‘dominant flows’ of Americana
- (b) Localisation of global Americana
- (c) Hybridity as hegemony
- (d) Contra-flows