

Tutorial Letter 201/1/2018

**Media Studies: Policy, management and
media representation**

COM3702

Semester 1

Department of Communication Science

This tutorial letter contains important information
about your module.

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Dear Student

1 INTRODUCTION

Dear Student

We trust that you are enjoying this module, Media Studies: Policy, management and media representation. We know the work load is substantial, but we hope that you have spent the recommended amount of time working through the content, and that you will send in your examination portfolio soon.

This tutorial letter contains important information. Please study it carefully before you submit your portfolio. Do not hesitate to contact us if there is anything you do not understand.

2 LECTURER(S) AND CONTACT DETAILS

2.1 Lecturer(s)

Some changes have been made to the list of lecturers that appeared in Tutorial Letter 101/2018. Here is the updated list of lecturers:

Name and contact details	Chapters for which the lecturer is responsible
Mr J Nkuna Module coordinator TvW 7 – 86 012 429 2335 nkunajm@unisa.ac.za	Chapter 1: The nature of media and communications policy Chapter 2: External media regulation in South Africa Chapter 3: Internal media regulation in South Africa
Dr S Moola TvW 7 – 76 012 429 6281 moolas@unisa.ac.za	Chapter 6: Representation defined Chapter 8: Media and the construction of identity Chapter 13: Media and HIV/AIDS Chapter 14: Media and violence
Ms S Skhosana TvW 6 – 92 skhossn@unisa.ac.za	Chapter 7: News as representation Chapter 10: Gender and the media Chapter 11: Media and sexual orientation: the portrayal of gays and lesbians

	Chapter 15: Media and terrorism
Mr P Mabizela TvW 8-169 012 429 2471 mabizpp@unisa.ac.za	Chapter 4: Media and communication markets Chapter 5: Strategic media management Chapter 9: Media and race Chapter 12: Media and the environment

2.2 Examination portfolio

There will be no venue-based examination for this module. The examination portfolio (Assignment 03) will be regarded as your examination, and you can complete it in the comfort of your home in your own time.

The deadline for the submission of the examination portfolio does not appear in your examination timetable – you need to submit it on or before **8 May 2018** (see Assignment 03 on pages 42 to 46 of Tutorial Letter 101).

We cannot accept any late portfolios, as this portfolio will be regarded as the equivalent of an examination.

Take note of the following due dates. By now you should have submitted the first and second assignments, and you should be preparing to submit your examination portfolio.

Assignment	Due date
Written assignment (Assignment 01)	6 March 2018
Multiple-choice assignment (Assignment 02)	29 March 2018
Portfolio examination (Assignment 03)	8 May 2018
Supplementary portfolio examination (Assignment 03)	9 October 2018

2.3 Supplementary examination

If you qualify for the supplementary examination, you must submit your supplementary portfolio examination on or before 9 October 2018. This is also the date on which students enrolled for the second semester of 2018 have to submit their examination portfolios. The activities for the supplementary portfolio are available in Tutorial Letter 101 (see pages 46 – 50).

If you qualify to submit a supplementary examination portfolio, you do not need to complete Assignments 01 and 02 again, only the portfolio examination.

The marks you obtain for this supplementary examination will replace all your previous marks for this module and will count 100% towards your final mark.

We will not consider supplementary portfolios with incorrect content.

If you are unsure on what to do, please contact the module coordinator for clarification.

2.4 Additional information about the study guide

Do not be alarmed by the fact that the previous code for this module, COM3029, still appears on the cover of your study guide.

You may leave out study unit 7 ("The public sphere in contemporary society") in your study guide, which is based on chapter 8 of the prescribed book for COM2604, *Media studies: media history, media and society* (volume 1) by PJ Fourie (2007). Note that this study unit does not relate to COM3702.

For the 2018 academic year, you will **not** be examined on this section of the study material.

2.5 Study guide errata

Page in study guide	What it says	What it should say
161	Activity 8.3 (point 1) refers to chapter 11	chapter 7
161	Activity 8.4 (point 1) refers to chapter 11	chapter 7
183	Section 10.2, under the heading, "Definitions of race", reads "Section 10.1 ..."	section 9.1

3 FEEDBACK ON ASSIGNMENT 01 UNIQUE NUMBER 808887

We trust that you have already received your marked assignment with comments from your lecturers, and that you understand why you were given the mark that you received.

Here are general comments on the activities. Study them if you are still unsure about any part of the activities.

1 INTRODUCTION

Your introduction should provide a general overview of each topic you intend to discuss. While writing your introduction, you need to maintain a logical flow of ideas. The introduction should not be written in bullet format, but in essay format.

Further guidelines on how to write an introduction are available under **Additional Resources** on myUnisa and in Tutorial Letter CMNALLE/301/2018.

2 MEDIA POLICY AND REGULATION

2.1 The nature of media and communication policy (500 words)

This question required you to read the ICT policy from the Department of Telecommunications and Postal Services, which is available on the Department's website.

We know that various versions of the policy exist; however, we recommend that you focus on the latest published one. In this case you need to focus on the white paper that was published around 2016. However, you will not be penalised if you happen to use the earlier version of the ICT policy.

Whichever version you chose be it a white paper or green paper, ensure that you provide a basic overview of such version and give proper references.

2.1.1 This question required you to provide an overview of the ICT policy, telling us what the policy is all about, when it was published and any other details that will show that you understand the content of the policy.

You needed to write in your own words to show that you grappled with the content of the policy. You were also required to cite the policy according to the standard set in Tutorial Letter CMNALLE/301/2018. You were **NOT** required to attach the policy as an addendum. (4 marks = 100 words)

2.1.2 To answer this question, you were required to read pages 8 to 14 of your prescribed book and to discuss your understanding of the concept of policy as a process.

You needed to write this in your own words to demonstrate that you understand the concept. In addition, you needed to read the five steps of the policy process to identify and discuss the current stage of the ICT policy. You should have given a brief description of the policy stage that you identified and justified why you believe the ICT policy is in that particular stage. (10 marks = 250 words)

2.1.3 To answer this question, you were required to read pages 18 to 24 of your prescribed book about the three phases of the communications policy.

Thereafter, you were expected to identify the current phase of the ICT policy and give a brief overview of the phase that you identified and motivate why you believe that the ICT policy is in that phase. (6 marks = 150 words)

[20]

3 REPRESENTATION

3.1 News as representation (375 words)

In this question, you were required to write an argumentative **essay** to discuss how news "flows" along certain channels, including "gates" where media personnel decide on how they perceive and reconstruct news before it appears in the media.

You needed to read and understand the concept of gatekeeping before you answer this question. The concept of gatekeeping is discussed on page 166 of your study guide and page 237 of your prescribed book.

You could have used other academic sources to help you to unpack this concept.

In your essay you needed to give at least two examples (of 2015 or later) of where the media use gatekeeping. You would have lost marks if you failed to provide relevant examples.

Consult Tutorial Letter CMNALLE/301 to learn more about essay writing. An essay should have an introduction, body and a conclusion, be coherent by maintaining a logical flow of ideas, and contains no headings. The essay needed to be a minimum of 375 words and not more than 500 words. **[15]**

3.2 Media and HIV/AIDS (500 words)

3.2.1 Students were required to conduct an online search and look for health communication campaigns that fall under the Soul City banner; for example, *OneLove* campaign and *Phuza Wize*.

A health communication campaign was required here. Summarise the health communication campaign here. (5 marks = 125 words)

3.2.2 A theoretical definition of health communication was required with full references; students who do not reference, lose marks per question.

Thereafter, students should have provided an explanation of the communication context to which the selected campaign adheres; for example, interpersonal or group communication. Provide full explanations with each example. (5 marks = 125 words)

3.2.3 Students were required to provide a detailed explanation of what they understand to be media advocacy (with full references) and explain how their selected health communication campaign adheres to the objective of media advocacy. (5 marks = 125 words)

3.2.3 To answer this question, students should have explained from a theoretical perspective what representation entails and how their selected health communication campaign has represented itself via the media.

(5 marks = 125 words)

4 CONCLUSION

[5 marks = 125 words]

Your conclusion must have summarised the discussion in your portfolio.

Unlike the introduction, which tells us what you are going to do, the conclusion tells us what you have done in your portfolio. Tutorial Letter CMNALLE/301/2018 contains guidelines on writing a conclusion.

SELF-ASSESSMENT AND SELF-REFLECTION

See section 5.1 of this tutorial letter for more feedback and guidelines on self-assessment and self-reflection.

TECHNICAL PRESENTATION

See section 5.1 of this tutorial letter for more feedback and guidelines on technical presentation.

Tutorial Letter CMNALLE/301/2018 provides comprehensive details on how to write your declaration, how to put together a table of contents, how to structure your assignment, how to cite sources correctly, how to list all the sources consulted, and how to write in accordance with the academic standard established by the Department of Communication Science.

You will need to refer to this tutorial letter to earn good marks for technical presentation.

**4 FEEDBACK ON ASSIGNMENT 02
UNIQUE NUMBER 800334**

QUESTION 1

Option 4 is the key

Fourie (2008) identifies the following as pertaining to the general wellbeing of the media: the Imprint Act, the Competition Act and the Legal Deposit Act.

Therefore, option 4 is correct.

This Act is not applicable to the general functioning of the print media or media in general.

QUESTION 2

Option 2 is the key

The South African media policy aims to be independent and self-regulatory. It also serves to strike a balance between the needs of the market and the need to allow the media to perform its cultural function (Fourie 2008). The policy seeks to be a framework that is in the public interest.

Therefore, the correct answer is option 2, "state intervention". The policy seeks minimal state interventions in the performance of the media industry. It encourages independence from the state.

QUESTION 3

Option 4 is the key

The Library of Parliament and the National Library of South Africa are the designated organisations that are vital to the functioning of the Legal Deposit Act of South Africa.

The correct answer is option 4.

ICASA, the SABC and the HSRC are not directly listed as crucial to the functioning of the Legal Deposit Act.

QUESTION 4

Option 3 is the key

The Act aims to make provision for the classification of film and publication content.

Option 3 is therefore the right answer.

This is the sole mandate of the Act. The other options are not priorities of the Film and Publication Act.

QUESTION 5

Option 1 is the key

The correct answer is option 1.

The BCCSA (Broadcasting Complaints Commission of South Africa) is the official and recognised body that deals with broadcasting complaints.

SANEF, ASASA and ISAPA are not mandated to deal with general broadcasting complaints.

QUESTION 6

Option 4 is the key

Van Heerden (2008) identifies the development, social responsibility and the libertarian theories as the keys to thinking about the role and functioning of the media.

Therefore, the correct key is option 4, the Marxist theory.

The theory is not one of the theories listed in the prescribed book.

QUESTION 7

Option 2 is the key

The Independent Communications Authority of South Africa (ICASA) is not recognised as a crucial agency in the regulation of the press.

ICASA is involved in the process of regulating broadcasters, but not the press.

Only the Press Ombudsman, Print Media South Africa and the National Editors Forum are recognised.

The correct answer is option 2.

QUESTION 8

Option 3 is the key

The regulation of the broadcasting and telecommunications industry as a whole is recognised under the ICASA Act; therefore, the correct answer is option 3.

The other issues are outlined in the Broadcasting Act of South Africa.

QUESTION 9

Option 3 is the key

The four market models set out possible market structures and the degree of competition between organisations in that market. This has implications for the efficiency of media.

The distinction between the various market models is based on the number of rival producers or sellers in the market. This in turn indicates the market power of each firm and its ability to control and influence that market. The less market power individual firms have, the more competitive the market structure will be.

Other influencing factors include differences in products, the number of buyers, and barriers to entry faced by new competitors.

To determine the correct option, it is important to consider the definitions of the four market types, namely monopoly; oligopoly; competitive monopoly; and perfect competition.

Competitive monopoly is similar to oligopoly, except that one firm swamps the market; consequently, competitive monopoly is the same as monopolistic competition.

QUESTION 10

Option 1 is the key

Read the following excerpt from the prescribed book (Bardoel & Van Cuilenburg 2008:141):

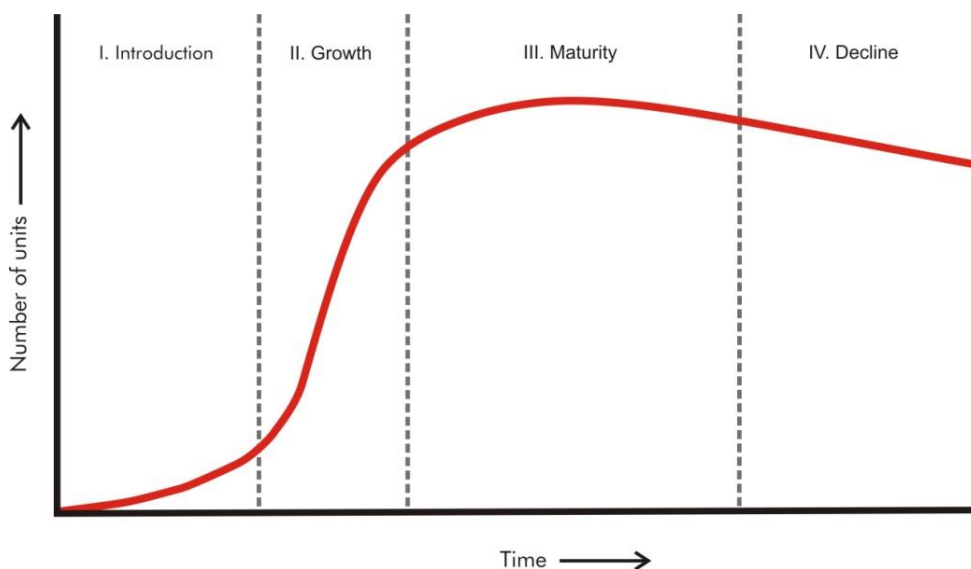
In the first phase of a new product, there is per definition an absence of competition, because there is only this single, first supplier. De Jong (1989:121) refers to this supplier as an 'innovation monopolist'.

This eliminates all the options except for option 1.

QUESTION 11

Option 3 is the key

To determine the stage in which we currently find cable operators in the United States, we need to compare the shape of the chart with the ideal shape indicated in the next diagram.



The current configuration of the curve for cable operators is horizontal, which indicates that there is no further growth in the number of operators – the market has become saturated and is therefore in the mature stage of development.

This indicates that option 3 is the correct option.

Late growth (option 1) would be from 1965 to 1980 and early maturity (option 2) would be from 1995 to 2000.

The cable industry in the United States has not yet entered the decline stage (option 4).

QUESTION 12

Option 2 is the key

Option 2, information and attention market, is the correct answer.

According to Bardoel and Van Cuilenburg (2008) communication consists of two markets, the information and attention markets, which are intertwined.

The sender and recipient play simultaneous economic roles, namely that of the sender and that of the supplier. The sender offers a communication message to the recipient, but at the same time asks the recipient to pay attention to the message by reading or viewing it.

QUESTION 13

Option 1 is the key

To select the right answer, you must know the three forms of media concentration, namely horizontal, vertical and cross-media concentration.

Horizontal media concentration is concentration within one media market; for example, a merger of newspaper publishers.

Vertical media concentration is a concentration of different parts of the production process, while cross-media concentration refers to diagonal media concentration across types.

The correct answer is therefore option 1.

Conglomerate concentration means that an enterprise outside media acquires media as property.

QUESTION 14

Option 2 is the key

Option 2, intra-media competition, is the correct answer.

It refers to media competing in the same geographic market with other media of the same type.

Option 1, inter-media competition, is competition between media of different types; for example, competition between a newspaper and a magazine or a magazine and television.

Options 3 and 4 are detractors, because there is no such competition.

QUESTION 15

Option 2 is the key

The correct answer is option 2, simulacrums.

Plato saw representation as mimesis (i.e. imitation), (option 3).

Bacon saw it as misinterpretation (option 4); while later theorists, such as Benjamin, argued that they are culturally learnt (option 1).

Refer to Reid (2008).

QUESTION 16

Option 3 is the key

The correct answer is option 3, Plato.

Bacon (option 1) saw representation as misinterpretation; Aristotle (option 2) understood it as a sign, and Aquinas (option 4) saw it as a divine instrument.

See Reid (2008).

QUESTION 17

Option 2 is the key

The correct answer is option 2, representations.

In media studies, the truth (option 1) is seen as constructed, not a given, concepts (option 3) refer to constructions, while theories (option 4) can be described as analytical tools for understanding, explaining and making predictions about a given subject matter.

QUESTION 18

Option 3 is the key

While Plato saw representation as mimesis (i.e. imitation) as suggested in option 2, others such as Bacon saw it as misinterpretation (i.e. not authentic – as suggested in option 1, but an inauthentic version of "the truth").

However, today it is generally accepted that "the truth" is seen as constructed, thus mediated and following theorists such as Benjamin argued that representations are culturally learnt.

See Reid (2008).

QUESTION 19**Option 3 is the key**

While options 1, 2 and 4 had an impact on how things are represented, the clue here is "images could now be mass produced and disseminated".

The technical advancements brought about by the Industrial Revolution introduced the mass production and dissemination of almost every aspect of human life; including representations.

See Reid (2008).

QUESTION 20**Option 3 is the key**

Bacon saw "representation" as misinterpretation (option 1); Aristotle understood "representation" as a sign (option 2); while Aquinas saw "representation" as a divine instrument (option 4).

This leaves us with Galileo (option 3) as the correct option.

QUESTION 21**Option 3 is the key**

Martin Heidegger was considered as one of the most original philosophers of the 20th century.

Heidegger and other philosophers, such as Søren Kierkegaard, Karl Marx, Friedrich Nietzsche and Jean-Paul Sartre described identity as a project that requires constant action to sustain it and create the "authentic individual". This option is correct.

Option 1, René Descartes, was a famous French thinker and is regarded as the father of modern philosophy. He belongs to the group of theorists who described identity as something that is fixed or inherent. This option is therefore incorrect, because Descartes was not of the opinion that identity is a project that requires constant action.

Option 2, Immanuel Kant, is still regarded as one of the most influential philosophers, although he conformed to the Enlightenment concept of reason and viewed identity as something rigid or inherent to individuals. This option is therefore incorrect, because Kant was not of the opinion that identity is a project that requires constant action to sustain and create the "authentic individual".

Finally, Edmund Husserl (option 4) was a 20th century thinker who is regarded as the founder of Phenomenology. Like Kant and Descartes, Husserl also perceived identity as something permanent or inherent to individuals. The option is incorrect because Husserl's views differ from the view that identity requires constant action.

QUESTION 22

Option 4 is the key

This option is correct because the fact that identities were remade and choices increased presented some key problems for identity during the period of modernity.

Modern identities emanated from the traditional or pre-modern era where identities were considered fixed, solid and stable. Therefore, a crucial shift from traditional society to modernity created an anxiety for identities and made it difficult to determine the boundaries between identities.

According to option 1, societies were linked to expenditure and autonomy during the era of modernity. However, identity became more problematic during modernity because identities were remade and choices increased. This option is thus incorrect.

Option 2 is incorrect because the notion of collective societies made it easy for identity to be reproduced within a given society.

Option 3 is incorrect because society's autonomy did not present bigger challenges to individual identities during the era of modernity.

QUESTION 23**Option 1 is the key**

The essentialist view of identity is the belief that a specific kind of identity (race or gender) has a set of characteristics that are possessed by all the members of the entire group.

Such characteristics are fixed essences that can be used to determine the "insider" or "outsidership" of a specific individual vis à vis the group. This option is correct because post-colonialism has been criticised for its essentialist view of identity.

According to option 2, individual identities were recognised, whereas they were in fact restricted because there was more focus on major issues (such as racial, ethnic, political and economic status).

In this sense, the post-colonialist theorists were not very concerned about individual identities, meaning that they were not criticised for recognising individual identities, but rather the opposite. This option is thus incorrect.

Post-apartheid refers to the post-colonial era that defined the end of apartheid in the South African context (option 3). Promoting post-apartheid identities, such as those identities connected to race, was the most striking feature of the work of the post-colonialist theorists.

However, the critique levelled against the post-colonialists was not that of promoting post-apartheid identities, but of adhering to the essentialist view of identity.

Subjectivity (option 4) is the extent to which the knowledge that exists in the mind pertains to the one who holds the knowledge, whereas authenticity simply refers to original or genuinely held views.

In fact, the post-colonialists views were either subjective or authentic, but this combination is incorrect.

QUESTION 24

Option 4 is the key

Media-centeredness has been criticised for being based on unjustified or biased assumptions about the importance of the media. The criticism is directed at the mistaken belief implicit in media-centeredness that privileges the role of the media in shaping people's lives, while overlooking the role of other factors such as communities, churches, and schools in the construction of identity. Therefore option 4 is correct.

The unjustified assumptions about the importance of the media will entail that the media are seen to be at the centre of everything. However, justifiable assumptions will take other factors into consideration in the construction of identity. Hence option 1 is incorrect.

By the creation of media rituals, option 2 refers to the extent to which the media are viewed as more special than any other aspects of social life. The latter part of the statement emphasises that the media are viewed as being responsible for the construction of truth. This option is incorrect because this is not what media-centeredness has been criticised for.

A mistaken belief that the media is at the centre of society is one of the defining statements for the 'myth of mediated centre'. The 'myth of mediated centre' assumption has received wide criticism from the postmodern perspective. Thus option 3 is incorrect because 'myth of mediated centre' is defined differently with media centeredness.

QUESTION 25

Option 2 is the key

Creolisation is a concept used primarily in linguistics to refer to language and hybridisation.

The remaining options are incorrect either because they do not recognise the link with language (options 3 and 4), or where the link is recognised, the options are mismatched and in an incorrect order.

QUESTION 26**Option 2 is the key**

Options 1, 3 and 4 are all discussed in your prescribed book (Wasserman 2008: 263) while there is no mention of option 2 in this discussion or anywhere else where representation in the South African media is discussed.

QUESTION 27**Option 4 is the key**

Intersexed people are not born with two complete sets of genitalia. Many intersexed people are born with ambiguous genitalia or sex organs that are not clearly female or male, thus implying that Ms Semenya is genderless.

The other three options are distracters.

Please refer to Karam (2008) in the prescribed book for more detail.

QUESTION 28**Option 2 is the key**

The "new man" changed diapers, played "mummy", supported his wife, had a career, and was emotional and unrepressed.

Please refer to Karam (2008) in the prescribed book for more detail.

The other three options are incorrect because of the following arguments:

The "new-man-as-narcissist" (option 1) saw the introduction of the man into the world of consumerism – he also bought *haute couture* labels, such as Armani, Gucci and Dolce & Gabbana. The media portrayed him as muscular, well-groomed and well-attired.

The yuppie (option 3) is a very-high-earning, glamorous man with an inordinate number of "toys", such as speedboats, sports cars, loft apartments and male gadgets.

Metrosexual (option 4) men were pampered and primped. This is also the era when heterosexual men adopted some gay traditions, such as beautifying themselves and going for manicures and facials. They expressed and talked about their emotions openly. They drank soft drinks like cocktails and wine. They were "butchless" and, by extension, slightly effeminate. They were open to new sexual experiences.

QUESTION 29

Option 1 is the key

Liberal feminism:

This type of feminism is the best known of all feminism types. These feminists fight against poor wages and few job opportunities, as well as for the independence of all women.

Please refer to Karam (2008) in the prescribed book for more detail.

The other three options are incorrect because of the following arguments:

Socialist feminists (option 2) are similar to Marxist feminists, albeit with significant differences. They believe that, in addition to gender and class, race, language and culture also play a part in oppressing women.

Radical feminists (option 3) is just that: radical and extreme. It takes the basic tenets of feminism to the extreme. It advocates "apartheid" (sexual, social and geographical) for the sexes; it divides the world into the northern hemisphere for males and the southern hemisphere for women. Radical feminists have no contact with males other than male children conceived by artificial insemination. Their emphasis is on abortion, lesbianism and separatism and they are opposed to the nuclear family. They shun men, make-up and shaving. They are probably the type of feminists who contribute to the male stereotype of feminists as hairy, ugly, men-hating "dykes" (a derogatory term describing lesbians).

Marxist feminism (option 4) believes the haves (men) exploited the have-nots (women). Housework, predominantly done by women, is devalued and regarded as worthless, while holding down a regular job is seen as being of value. This is also related to classism: Marxist feminists believe that a rich man would never marry a poor, uneducated woman.

QUESTION 30

Option 1 is the key

The "metrosexual man" saw gay men becoming more open about their sexuality.

Heterosexual men started doing things that would previously have been labelled "gay", such as beautifying themselves. They talk and express their emotions openly, are slightly less butch and (at times) slightly effeminate.

The metrosexual man is also open to new sexual experiences.

QUESTION 31

Option 2 is the key

According to the prescribed book (Karam 2009:316), Antonio Gramsci was the theorist who wrote extensively on the concepts of power and hegemony, and how the relationship between power and hegemony privileges those who are already in power.

Molefi Asante writes about decolonisation in Africa; Stuart Hall focuses on cultural studies; and Michel Foucault focuses on power and knowledge.

QUESTION 32

Option 1 is the key

"Good" and "bad" are terms that are often used in the portrayal of women.

Subordinate and submissive; faithful and angelic; and beautiful and dutiful indicate what Karam (2009:322) calls the good category.

There are therefore easy distractors.

QUESTION 33

Option 4 is the key

According to Karam (2008:318), the predominant portrayal of men in mainstream English-language films are as muscular, gun-toting, aggressive, overbearing and authoritative.

Options 1 and 2 defines the stereotypes of female or girl in the media (Karam 2008:307) and option 3 is a distractor.

QUESTION 34

Option 4 is the key

The United Nations Climate Change Conference was held in Canada with the theme reconnecting people to nature on 5 June 2017.

Visit this link for more details <http://worldenvironmentday.global/>

QUESTION 35

Option 2 is the key

The TV programme 50/50 is a typical example of an environmental programme.

As indicated on the SABC website, the programme showcases various topics related to the environment and the conservation of wildlife.

QUESTION 36

Option 4 is the key

Journalists are often invited to luxurious locations to showcase and market those places.

This is known as sunshine journalism, because the journalists are non-paying guests, but are treated like VIPs, and therefore their reports are generally very positive.

QUESTION 37

Option 3 is the key

This situation illustrates a specific problem in representing nature that is known as documentary game drives and the ethics of sensation.

This is the extent to which nature is sensationalised with camera techniques and angles, with the ultimate aim of constructing a narrative for viewers.

QUESTION 38

Option 1 is the key

It is very important that journalists report in an objective manner.

When reporting about nature or the environment, journalists should always strive to give a balanced overview of an event.

The opposite of objectivity is subjectivity, which refers to the extent to which journalists allow their personal preferences or tastes to dictate the type of story that they write.

Some journalists are under pressure to sensationalise a story to meet the demands of the market. Editors and media owners always encourage journalists to publish stories that will help to sell the magazine. The practice of sensationalism or sunshine journalism also compromise objective reporting.

QUESTION 39

Option 4 is the key

Stories about killing rhino (an endangered species) can be regarded as environmental disaster journalism.

QUESTION 40

Option 4 is the key

The cultivation perspective assumes that the more people are exposed to violence in the media from entertainment programmes, the more they assume that the outside world is dangerous to live in.

Option 1 refers to moral panic, which can occur when the media expose the public to too much violence, which can affect viewers negatively.

Option 2 refers to the active audience theory that describes viewers who actively engage with the media they use.

Option 3 refers to the uses and gratifications theory that explains that we use the media to gratify certain needs.

QUESTION 41

Option 2 is the key

A narrative structure follows a plot in which the main character must go through a series of events to reach the ultimate goal and save the princess. This narrative structure can assist children to understand the media better.

Option 1 refers to a thematic structure in which different themes are formulated; for example, to classify different gaming consoles.

Option 3 refers to a non-fictional structure in which information is based on actuality and facts, while option 4 refers to a fictional structure where the plot is imaginative and not actuality.

QUESTION 42**Option 2 is the key**

You are classified as an active media user when you engage and interpret what you view, for example, in a film where you question and debate what you see.

In contrast to this is option 1 — passive media users blindly accept all that they see in the media without engaging with the media or questioning it.

Option 3 refers to subservient media audiences, while option 4 refers to media users that are easily manipulated by the media into believing all that the media say or do.

QUESTION 43**Option 3 is the key**

According to research conducted by Von Feilitzen (1998), people who watch horror films usually have a higher need for emotional and social stimulation.

The other options can be linked to the different types of media we choose to watch.

From the media available to you, you select to watch certain programmes and genres to fulfil your various social, private, personal and emotional needs.

QUESTION 44**Option 1 is the key**

Children imitate these characters because they see them as superheroes doing "good" by committing violence to combat evil characters to "save the day".

Option 2 refers to stereotype theory, which is associated with the way the media represent people and groups of people.

Option 3 refers to the way society uses the media for self-gratification.

Option 4 refers to Roland Barthes's theory of myth, which analyses visual representations on a deeper level.

QUESTION 45

Option 1 is the key

Inoculation theory (option 1) assumes that continuous exposure to fictional violence makes viewers less sensitive to real-life violence.

Option 2 refers to the uses and gratifications theory that explains that we use the media to gratify certain needs.

Option 3 refers to the active audience theory where we as media users critically and actively engage with the media while option 4 refers to the stereotype theory that is associated with the way in which the media represent people and groups of people.

QUESTION 46

Option 3 is the key

According to the CMNALLE/301 Tutorial Letter, the first-level heading should be bold and in capital letters (option 3).

Option 1 is not the key because it is not in capital letters; option 2 is not the key because it is *italics*; and option 4 is not the key because it is underlined and not bold.

QUESTION 47

Option 4 is the key

In a table of contents, we never indicate the range of pages (option 4) for a particular section; we cite only the page number on which the section starts.

Second-level headings (option 2) are in roman text, never in italics.

The numbers used for headings are always used without full stops (option 3).

In case you are unfamiliar with the terminology used to describe font, roman is the plain, upright font we use when we are not using italics and bold. *Italic* type is a sloping font that is used for emphasis, as well as for foreign words and the titles of books and journals. **Bold** is used for headings and sometimes for emphasis.

To help determine the correct option, refer to the example of a table of contents on page 7 of Tutorial Letter CMNALLE/301. Note that the page numbers do not indicate the range of the sections (i.e. 3–6); they only indicate where sections start. Option 4 is therefore the correct option.

QUESTION 48

Option 1 is the key

You need to cite the author of the chapter in the text. The reference must include the year of publication and a page number.

In this case, the authors of chapter 7 are De Beer and Botha.

Options 2 and 3 are incorrect because Fourie is not the author of chapter 7, but the editor of the book.

Option 4 is incorrect because De Beer and Botha are primary authors and not secondary authors.

See Tutorial Letter CMNALLE/301 for additional guidance.

QUESTION 49

Option 3 is the key

In the list of sources consulted, you need to cite the author of the chapter, the year of publication and the title of the chapter (see option 3).

The other three options are incorrect.

Please see Tutorial Letter CMNALLE/301 for more guidance.

QUESTION 5 Option 3 is the key

Although Tutorial Letter CMNALLE/301 (page 25) does not specifically indicate this, it is implied that the list of sources consulted at the end of your portfolio activity or assignment is an alphabetical list with no separation of the different sources according to type. This eliminates option 1.

Option 2 is also eliminated, because the citations in the text must match those in the list of sources consulted, which appears at the end of your work. If you cite a secondary author in your text, there must be an entry for that author in the list of sources consulted.

When citing an internet source in the text, you need to follow the normal rules of referencing. You must therefore list the work according to its author or title. The universal resource locator (URL), which indicates where to find the cited work, is provided in the list of sources consulted. This eliminates option 4. Please refer to pages 27 and 28 of Tutorial Letter CMNALLE/301 for more details on how to reference internet sources.

This leaves us with option 3. The guidelines provided in Tutorial Letter CMNALLE/301 (page 7) only indicate three levels. Therefore, bullets are used if you need any further subdivision of headings.

5 INFORMATION AND GUIDELINES ON PORTFOLIO ASSIGNMENT 03: THE EXAMINATION PORTFOLIO

The activities for the examination portfolio (second semester) appear on pages **42 to 46** in Tutorial Letter 101 for COM3702.

PLEASE NOTE

You must complete and submit the examination portfolio (Assignment 03) on or before **8 MAY 2018**.

Make sure that you answer ALL the sections in Assignment 03, including the self-assessment and self-reflection sections. See pages 42 to 46 in Tutorial Letter 101 for COM3702 and consult Tutorial Letter CMNALLE/301/2018 for guidelines on the technical presentation of your examination portfolio assignment.

5.1 Important guidelines for the examination portfolio (Assignment 03)

Remember that whenever you use a source, you must reference it both in-text **and** in the list of sources consulted. This also applies to references to the study guide. At third-year level you should be able to **interpret** and **apply** the supporting theory, and to engage with it critically; it is not enough merely to regurgitate the information in the prescribed book. You must be aware of the work of the seminal theorists associated with each concept or term and be able to discuss it critically.

Self-assessment and self-reflection

It is crucial that you critically engage with the arguments of seminal theorists. It is also important to be critical of your own work; therefore, you must carry out **critical self-assessment and self-reflection**. If you do your self-assessment and self-reflection in a timely manner, you will be able to address some of the shortcomings in your work and improve your work before submitting it. There are no correct and incorrect answers for the self-assessment and self-reflection sections. Apart from the advantages of a critical attitude, completing these sections of the portfolio assignment will ensure that you earn 5 marks for each section.

During the year, some students submitted self-assessment and self-reflection sections that were too brief and not sufficiently detailed. Some students even left out these sections entirely and lost the 5 marks they might have earned. You are expected to write a minimum of 150 words for self-assessment and self-reflection.

Technical presentation

Third-year students are expected to submit logically structured assignments that adhere to the principles of **technical presentation** provided in Tutorial Letter CMNALLE/301/2018.

The importance of correct technical presentation cannot be over-emphasised.

PLEASE NOTE

If you have lost marks because of the technical presentation of assignments that you submitted during the semester, make sure that the technical presentation of your examination portfolio is correct before submitting it.

The following problems are often encountered with the **technical presentation** of assignments:

- Assignments are not properly structured because there are no headings or subheadings.
- Assignments do not have a table of contents, or the table of contents has been incorrectly compiled.
- A list of sources consulted is not included, it is incomplete (e.g. internet sources, the prescribed book and the study guide have not been cited), or it does not follow the correct style.
- Sources have not been cited in-text.
- The correct referencing technique has not been used. There is a specific way to reference internet articles or news articles that are used as examples in an assignment. These sources should be listed correctly in the list of sources consulted.
- Assignments contain numerous spelling and grammatical errors.
- The work is untidy.
- No plagiarism declaration has been included.
- Spelling does not adhere to British (UK English) conventions.

5.2 Preparing your portfolio for submission

Once you have finished your selected activities, you need to prepare your portfolio for submission.

The following information should assist you in compiling your examination portfolio correctly.

1. Make sure that you provide a table of contents and a list of sources consulted, and that both are placed with the activities. Add any addenda at the end of the activities, after the list of sources consulted. All the articles that you used, we request you to attach them as an addenda.

2. Add a cover page to the front of your activities. Include the details such as your student number, course code, semester and year.
3. If you intend to submit your portfolio electronically via myUnisa, you need to save your activities and the addenda as one file. If you submit the examination portfolio via a courier or an assignment box, place the activities together, in chronological order.
4. Your declaration must be included on the first page after the cover page. Please note the official wording of the declaration in Tutorial Letter CMNALLE/301/2018.
5. If you wish to submit your portfolio electronically, make sure that your cover page, declaration, list of sources consulted, and addenda are all included in a single file. The system will give you only one opportunity to submit your examination portfolio electronically, therefore you need to verify that the examination portfolio is correct and complete before you submit it. We will not be held liable for any incomplete or incorrect portfolio that you submit erroneously. Online assignments are accepted in PDF format and MS Word. Do not exit the window until the final screen appears that says your assignment has been submitted successfully. You need to make a screenshot of the confirmation page as proof that you have submitted your assignment.

While we advise you to submit your examination portfolios electronically via myUnisa, wherever possible, we understand that you may experience challenges regarding internet access and other technical issues. If you are submitting via post, we suggest that you **make a copy of your examination portfolio** before posting it. Hard copies of assignments often go missing; therefore, you need to store a copy in a safe place to avoid disappointment. If your examination portfolio goes missing, the onus will be on you to provide proof that you have submitted it. The University sends an SMS a day or two after your submission to confirm receipt of your assignment. If you have not received a confirmation SMS after five days, you need to follow-up with the Assignment Department. We will not be able to deal with enquiries related to the portfolios that were not recorded by the system after the release of exam results.

**6 ADDITIONAL GUIDELINES FOR ASSIGNMENT 03
THE EXAMINATION PORTFOLIO
UNIQUE NUMBER 832316**

Study your prescribed book and your study guide to complete this activity. We specifically provided additional examples, detailed explanations and a variety of activities in the study guide to help you grasp the foundation of the work. We also advise you to write in your own words and provide detailed answers.

Note that for 5 marks your answer should be a minimum of 125 words.

We also prefer typed assignments, because handwritten answers are sometimes difficult to read, which could cost you marks. If you find it difficult to get your portfolio typed, please write clearly.

Ensure that you do not copy information verbatim from the prescribed book, the study guide, the tutorial letter or any other source. When referring to a source, you need to paraphrase the information to show that you understand the content. Even when paraphrasing, however, you still need to acknowledge the sources you consulted in your text and in the list of sources consulted. In cases where you need to quote directly from a source, you will need to use quotation marks in addition to citing the sources consulted. Copying information verbatim without using quotation marks will be regarded as plagiarism. See Tutorial Letter CMNALLE/301/2018 to learn how to cite sources correctly.

1 INTRODUCTION

[5 marks = 125 words]

Refer to the feedback on Assignment 01 on page 4 of this tutorial letter to learn how to put together an introduction.

Additional guidelines are provided in Tutorial Letter CMNALLE/301/2018.

2 MEDIA POLICY AND REGULATION

2.1 The nature of media and communications policy (500 words)

This question is similar to question 2.1 in Assignment 01. To answer this question successfully, refer to the feedback for Assignment 01 in this tutorial letter and the individual feedback you received with your marked assignment. You will need to study chapter 1 in the prescribed book and study unit 1 in the study guide. **[20]**

3 MEDIA MANAGEMENT

3.1 Strategic media management (375 words)

In this question, you are required to write an essay that explains the importance of a SWOT analysis to illustrate how the success of a media organisation depends on the strategic fit between the internal situation and external conditions.

In the first part of this question, you are expected to discuss the difference between an internal and external assessment of the organisation as well as the four components of the SWOT analysis. It is important to understand that the environment has an influence on an organisation – to understand the latter properly you need to understand the systems approach as well as the differences between the micro-environment, market or task environment and macro-environment. See the detailed discussion in the study guide (Cilliers 2008:108–110).

It is important that you first understand what the influence of the micro-, market- and macro-environments could be on the media organisation, including the role of the systems theory, before you will be able to do a SWOT analysis as all these functions slot in with strategic management and planning.

Please ensure that you study and understand this section in Bardoel and Van Cuilenburg (2008:163-164).

In addition, you need to discuss the four components of the SWOT analysis. The SWOT analysis is explained in the study guide (Cilliers 2008:110–112).

The latter part of an essay expects you to describe the strategic fit between the internal and external conditions. Please ensure that you understand the systems approach in management — inputs (from the environment); transformation or processing of inputs and outputs (to the environment).

Note that a media organisation (as a system) depends on the environment (micro, market and macro); the environment also depends on the system; and there is interaction between the system and its environment.

The systems theory is explained in the study guide (Cilliers 2008:116-118) and in Bardoel and Van Cuilenburg (2008). **[15]**

4 REPRESENTATION

4.1 News as representation (500 words)

This question is similar to question 3.1 in Assignment 01. To answer this question correctly, you need to refer to the feedback on Assignment 01 contained in this tutorial letter and the individual feedback you received with your marked assignment answer.

Consult chapter 7 ("News as representation") in the prescribed book and study unit 8 in the study guide. **[20]**

4.2 Media and race (500 words)

In this section, you are expected to select a media article about a racist incident in which a prominent member of society of society was found to be racist on social media. The article that you select should not be older than three years – anything published from 2015 onwards is acceptable.

You need to attach the selected article as an addendum.

You will receive zero marks for this section if you do not attach the article.

Based on the story selected, answer the following questions:

4.2.1 Demonstrate your understanding of the term racism.

Consult academic sources to learn the academic definition of racism. Dictionaries and encyclopaedias are not considered as academic sources. Cite your sources correctly.

Thereafter, you must summarise your selected news article. As indicated in Tutorial Letter 101, your summary should state exactly the news media in which the incident was reported, when the incident was reported, who the perpetrator was, what position of power the perpetrator was, which social media the perpetrator used, and any other details that may assist your marker to relate to the incident.

No marks will be awarded if the news story is not attached as an addendum.

(5 marks = 125 words)

4.2.2 Justify why your selected incident is considered to be racist.

Give examples from the news article or any ideas to support your justification.

Thereafter, you should identify the type of racism that is displayed in the selected article about the racist incident.

Read Steenveld (2008) to understand the types of racist ideologies.

(5 marks = 125 words)

4.2.3 Provide an argument of whether social media gave rise to racism incidents or whether social media just mirror what is already happening in society.

You will not find any section that speaks directly to this topic in the prescribed book or study guide, you are therefore expected to consult other academic sources in the library or internet.

Ensure that you write in your own words to demonstrate your independent understanding of the issue at hand. Cite at least two academic sources to support your argument. These two sources exclude the prescribed book and study guide.

(10 marks = 250 words)

[20]

4.3 Media and sexual orientation: the portrayal of gays and lesbians

(500 words)

For the question on **sexual orientation**, refer to chapter 11 in Cilliers (2008) and study unit 12 in the study guide. You are also encouraged to read other sources to deepen your understanding of this subject matter.

You will know from reading various sources that South Africa has a complex and diverse history regarding Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) rights.

The status of LGBTI rights was influenced by colonialism (sexual intercourse in this regard was prohibited in South Africa in terms of Roman-Dutch law); by apartheid (homosexuality was a punishable crime from the 1960s to the late 1980s); by the South African National Defence Force (SANDF) forced gay and lesbian soldiers to undergo various medical "cures" to remedy their sexual orientation, including sex-change operations; by the post-apartheid South Africa (the ANC endorsed legal recognition of same-sex marriages in 1993 and in 1998 parliament passed the *Employment Equity Act* – a law that protects South African citizens from labour discrimination based on sexual orientation); and by the South African Constitution, which was the first in the world to outlaw discrimination based on sexual orientation.

In November 2006, parliament voted for a bill allowing same-sex civil marriages, as well as civil unions for unmarried opposite-sex and same-sex couples. The protection of LGBTI rights in South Africa is based on section 9 of the Constitution, which forbids discrimination based on sex, gender or sexual orientation and this applies to the government, as well as to private organisations. Section 9 also prohibits discrimination against transgender people.

In 2000, parliament enacted the *Promotion of Equality and Prevention of Unfair Discrimination Act* (PEPUDA), which restates the constitutional prohibition and established special Equality Courts to address discrimination by private parties.

Furthermore, *The Employment Equity Act* and the *Rental Housing Act* specifically forbid discrimination in terms of employment and housing. PEPUDA also prohibits harassment based on any form of discrimination, as well as hate speech. Men who have sex with men can donate blood, but a donor who has found a new sexual partner during the past six months is not allowed to donate blood.

South Africa was the fifth country in the world and the first in Africa to legalise same-sex marriages. Same-sex couples can adopt children; undergo IVF (In Vitro Fertilisation); and surrogacy treatment. LGBTI people can serve openly in the SANDF and, in 2002, the SANDF extended spousal medical and pension benefits to partners in a permanent life-partnership. The Alteration of Sex Description and Sex Status Act allows people to apply to have their sex status altered in the population register and they can receive passports and identity documents indicating their new sex. (Hormone replacement therapy is sufficient and reassignment surgery is not required.)

Regardless of all these wonderful advantages, the LGBTI community in South Africa faces challenges like homophobia, violence, rape (and corrective rape), high rates of HIV infection and social stigmatisation.

For the purposes of this section of the portfolio examination, you must choose examples from any newspapers, magazines or broadcast (television) of stereotyping of sexual orientation in the media. The focus is the stereotyping that inevitably accompanies these representations.

Again, it is of the utmost importance that you reference the examples that you use correctly. Keep in mind that this is an academic examination portfolio. We expect you to grapple critically with the theory in your prescribed book and study guide; correctly reference the theory you refer to; and prove that you can apply the theories.

[20]

4.4 Media and HIV/AIDS

(500 words)

This question is similar to question 3.2 in Assignment 01. To answer this question correctly, you need to refer to the feedback on Assignment 01 in this tutorial letter and the individual feedback you have received with your marked assignment answer.

You need to consult chapter 13 (Media and HIV/Aids) in the prescribed book and study unit 14 in the study guide. **[20]**

4.5 Media and terrorism

(500 words)

Select an article (print or online) informing the public about a terrorist activity that has occurred in any part of the world. Remember it is compulsory to attach the article with the assignment.

A discussion is required in relation to the terrorist event and the possible media needs of the terrorists.

Structure your essay as follows:

- An introduction (introducing the topic) (2 marks)
- A summary of the terrorist news event (what does the terrorist activity entail) (2 marks)
- A body (with different paragraphs discussing the theory of the different media needs of terrorists with practical examples critically analysed from the article (14 marks)
- Remember to reference both the theoretical discussion as well as the practical examples from the article (refer to Tutorial Letter CMNALLE)
- A conclusion concluding your argument (2 marks)

5 CONCLUSION

[5 marks = 125 words]

Refer to the feedback on Assignment 01 on page 6 of this tutorial letter to learn how to put together an introduction.

Additional guidelines are provided in Tutorial Letter CMNALLE/301/2018.

Submission processes

If you wish to submit your examination portfolio assignment via myUnisa, the document must be in one of the following formats:

Microsoft Word

Adobe Acrobat (PDF)

Submit THE ENTIRE PORTFOLIO as ONE document. If you intend to submit your portfolio electronically, make sure that your cover page, your declaration, the body of your portfolio, the list of sources consulted, and the addendums are contained in a single file. *(Do not send files in a zipped format.)*

If you submit more than one file, only the first file will be accepted. All other files WILL BE DISCARDED.

Note that the myUnisa submission system gives you ONLY ONE opportunity to submit your examination portfolio.

Before you submit a file, please verify that it contains the correct and complete examination portfolio. An option to cancel and resubmit the portfolio is not always available, as your portfolio is immediately routed to the markers after you submit it. Once the portfolio has been routed to the marker, there is no way that you can cancel and resubmit it.

7 IN CLOSING

We wish you all the best in your study of this module. We hope that you will enjoy the learning material and complete the module successfully. We also hope that you will do well and that you will learn a lot from it. If you have any queries, please contact us at any time. We are here to assist you. You may contact any of your lecturers by using the details provided in this tutorial letter.

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