

Tutorial Letter 101/3/2018

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

COM3702

Semesters 1 and 2

Department of Communication Science

This tutorial letter contains important information
about your module.

BARCODE

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Dear Student

1 INTRODUCTION

It gives us great pleasure to welcome you to this module. We hope you will find it interesting and rewarding. We will do our best to help you succeed in your study of this module. You will be well on your way to success if you start studying early in the semester and resolve to do the portfolio assignments properly.

You will receive several tutorial letters during the semester. A tutorial letter is our way of communicating with you about teaching, learning and assessment.

This tutorial letter (Tutorial Letter 101) contains important information on the scheme of work, resources and portfolio assignments for this module. It also contains the portfolio assignments themselves, as well as the assessment criteria and instruction on how to prepare and submit the portfolio assignments. There is also information on the prescribed study material and other resources, and on how to obtain them. Ensure that you obtain the prescribed material as soon as possible. We have also included important general and administrative information about this module.

We urge you to read this tutorial letter carefully and to keep it at hand while working through the study material, preparing the portfolio assignments, preparing for the portfolio examination, and addressing questions to your lecturers.

Please read Tutorial Letter 301 together with this tutorial letter; it contains general information on studying at a distance and in a particular college.

Right from the start, we would like to point out that you will have to read all the tutorial letters you receive during the semester immediately and carefully, because they will always contain important and sometimes urgent information. We also urge you to contact us if you are unsure about anything.

Please note that some tutorial matter may not be available when you register. This tutorial letter will be posted to you as soon as possible, but it will also be available on myUnisa.

2 PURPOSE AND OUTCOMES

2.1 Purpose

Students who complete this module successfully will possess (a) a theoretical knowledge of the nature of media institutions and the media as mass communication; (b) the necessary critical attitudes and skills to analyse media policy and media regulation; and (c) an understanding of the various concepts associated with media economics, the functions and organisation of the media as a business organisation, and professionalism in the media.

2.2 Outcomes

You will need to achieve the following outcomes:

- (i) Demonstrate a theoretical understanding of the history of the South African media and present developments in terms of
 - the nature of media policy and media regulation
 - economy of the media and media management
 - professionalism in the media
- (ii) Demonstrate an ability to formulate relevant research questions related to mass communication and media issues, and suggest ways of researching such questions to arrive at workable solutions in terms of
 - the current media landscape
 - the central concepts and paradigms of media policy, regulation, economics and professionalism
 - the ownership, organisational structure and financing of media organisations

3 LECTURERS AND CONTACT DETAILS

3.1 Lecturers

The following lecturers are involved in this module (subject to change). Please note that you need to make an appointment if you wish to see any of your lecturers personally.

Name, contact details and the responsible chapters (Any changes to this list will be communicated via myUnisa at the beginning of each semester.)

Name and contact details	Chapters for which the lecturer is responsible
Mr JM 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 Chapter 9: Media and race Chapter 12: Media and the environment
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 Chapter 15: Media and terrorism
Dr CP Cilliers TvW 7 – 78 012 429 6282 cillicp@unisa.ac.za	Chapter 4: Media and communication markets Chapter 5: Strategic media management Chapter 7: News as representation Chapter 10: Gender and the media Chapter 11: Media and sexual orientation: the portrayal of gays and lesbians

We would like to reiterate that the lecturers will communicate with you only via your myLife e-mail address; so, it is essential that you visit this inbox regularly.

3.2 Department

If you have any administrative enquiries, please phone or leave a message with one of the following departmental secretaries:

Mrs A Vermeulen 012 429 6016
Mrs MN Malefo 012 429 6565

3.3 University

If you need to contact the university about matters that are not related to the content of this module, please consult the publication entitled *my Studies @ Unisa*, which you received with your study material. This booklet contains information on how to contact the university (e.g. to whom you should write about different queries, important telephone and fax numbers, addresses and the times when certain facilities are open). Always have your student number at hand when you contact the university.

You can also e-mail your query directly to:

assign@unisa.ac.za for assignment queries
exams@unisa.ac.za for examination queries
finan@unisa.ac.za for student account queries
gaudeamus@unisa.ac.za for graduation queries
MyUnisaHelp@unisa.ac.za for assistance with myUnisa
myLifeHelp@unisa.ac.za for assistance with your Unisa e-mail account
study-info@unisa.ac.za for application or registration related queries for formal studies

Always use your student number in the subject line.

4 RESOURCES

4.1 Prescribed book

The prescribed book for this module is as follows:

Fourie, PJ (ed). 2008. *Media studies: Policy, management and representation*. Volume 2. 2nd edition. Cape Town: Juta.

A list of official booksellers and their addresses appears in *my Studies @ Unisa* brochure. If you experience any difficulties in obtaining books from these bookshops, please send an e-mail to vospresc@unisa.ac.za as soon as possible.

4.2 Recommended books

There are no recommended books for this module; however, we advise you to read beyond the prescribed book.

4.3 Electronic reserves (e-reserves)

There are no e-reserves for this module.

4.4 Library services and resources information

For brief information, go to www.unisa.ac.za/brochures/studies.

For detailed information, go to the Unisa website at <http://www.unisa.ac.za/> and click on **Library**.

For research support and services offered by personal librarians, go to <http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=7102>.

The library has compiled a number of library guides:

- finding recommended reading in the print collection and e-reserves
<http://libguides.unisa.ac.za/request/undergrad>
- requesting material
<http://libguides.unisa.ac.za/request/request>
- postgraduate information services
<http://libguides.unisa.ac.za/request/postgrad>
- finding, obtaining and using library resources and tools to assist in research
http://libguides.unisa.ac.za/Research_Skills
- contacting the library/finding us on social media/frequently asked questions
<http://libguides.unisa.ac.za/ask>

5 STUDENT SUPPORT SERVICES

• Online tutorials

Unisa offers online tutorials (e-tutoring) to students registered for modules at NQF levels 5, 6 and 7; in other words, qualifying first, second and third-year modules. Once you have registered for a qualifying module, you will be allocated to a group of students with whom you will be interacting during the tuition period, as well as to an e-tutor who will be your tutorial facilitator. You will receive an SMS informing you about your group, the name of your e-tutor and how to log on to myUnisa in order to receive further information on the e-tutoring process. You will have to log on to myUnisa to interact with your assigned e-tutor.

Online tutorials are conducted by qualified e-tutors who are appointed by Unisa, and are offered free of charge. All you need to participate in e-tutoring is a computer with internet connection. You could also access the internet free of charge at a Unisa regional centre or a telecentre contracted to Unisa. E-tutoring will take place on myUnisa where you will connect with other students in your allocated group. It is the role of the e-tutor to guide the group through their study material during this interaction process. To get the most out of online tutoring, you will need to participate in the online discussions that the e-tutor will be facilitating.

- **Free computer and internet access**

Unisa has entered into partnerships with establishments (referred to as telecentres) in various locations across South Africa to provide you as a Unisa student with free access to computers and the internet. This access will enable you to register online, submit your assignments online, participate in e-tutoring activities, etc. Please note that any other activity in addition to these will be charged to you by the telecentres, e.g. printing, photocopying, etc. For more information on the telecentre nearest to you, please www.unisa.ac.za

We also encourage you to contact your fellow students and to form study groups. You can do this on myUnisa. Please also refer to the information contained in the *Study @ Unisa* brochure.

6 STUDY PLAN

Note that you will need to work out a study plan to meet the deadlines for this module. We advise you to draw up a timetable by listing all your modules and the due dates for the various assignments or portfolio examinations.

Refer to the *Study @ Unisa* brochure for information on general time management and planning skills.

Note: No extension will be granted if you do not manage your time very well.

7 PRACTICAL WORK AND WORK-INTEGRATED LEARNING

There is no practical work for this module.

8 ASSESSMENT

8.1 Assessment criteria

The following assessment criteria will be applied in this module:

- Developments in the media are described and explained based on the student's own examples against the background of his or her theoretical knowledge of the media and media issues.
- Media policy is critiqued against the background of the student's theoretical knowledge of the media and media issues.
- Evidence suggests that the student thinks independently about media matters and offers evidence in support.
- Various viewpoints about media matters are critically evaluated and compared with one another and with the student's own views.
- Ideas about media matters are communicated logically, and supporting evidence is provided consistently.

- Evidence suggests that the student looks beyond traditional disciplinary boundaries for solutions to media issues.
- Answers to media research questions are conceptualised in terms of the relevant theory.
- Concepts related to critical media issues are explained in terms of the relevant theory.
- Relevant research approaches to questions and issues are explained.
- Evidence suggests that the student thinks independently and offers evidence to support his or her decisions.
- Assignments are well-written and well-structured, and are presented in an imaginative, visually attractive manner.

8.2 Assessment plan

Portfolio assignments form part of the learning material for this module. As you do the portfolio assignments, study the reading texts, discuss the work with fellow students/tutors or do research, you will be actively engaged in learning. The assessment criteria set for each portfolio assignment will help guide you regarding what is required of you in the various activities.

If you submit Portfolio Assignment 01 on time, it will be returned to you with personalised comments from the marker. However, generalised comments on the compulsory portfolio assignments will be sent to all students who are registered for this module in follow-up Tutorial Letter 201 and so on.

Also note that some questions from Assignment 01 will often be repeated in Assignment 03 (the examination portfolio) to allow you to work on the feedback you have received on Assignment 01. The portfolio assignments and the feedback on them will form an important part of your learning, and will help you to prepare yourself better for the portfolio examination.

8.3 Assignment numbers

8.3.1 General assignment numbers

Assignment 01

This is the compulsory written assignment that you will have to submit to gain admission to the examination. This means that if you do not submit this assignment, you will not be allowed to submit the final examination portfolio. The feedback that you will receive for this assignment will also be crucial to your preparation for your examination portfolio. This assignment will count 10% towards your semester mark.

Assignment 02

This assignment consists of 50 multiple-choice questions. You will need to read all the relevant learning units or chapters to answer Assignment 02. You will be able to submit this assignment either online, via myUnisa, or manually, using the mark-reading sheet. The assignment will count 10% towards your semester mark.

Assignment 03 (Examination portfolio)

In this module, you will not have to write a formal examination at the end of the semester. Instead, you will be required to submit a portfolio of activities that you have done during the semester, based on the portfolio assignments. This is referred to as a portfolio examination or a non-venue-based examination. You will be required to submit your portfolio for examination purposes on or before the due date. Therefore, we do not have a venue-based examination.

As indicated earlier, you will need to submit compulsory Assignment 01 to be permitted to submit the portfolio examination, **Assignment 03**. This will be the final portfolio, which will determine whether you pass or fail this module. **Assignment 03** will be regarded as an examination, although you will be able to complete it in the comfort of your home. The examination portfolio will count 80% towards your final assessment mark. You will need to obtain a **subminimum of 40%** for the portfolio examination to pass the module in its entirety. Please note that some of the questions contained in Assignment 01 will be included in the examination portfolio to give you the opportunity to correct your mistakes.

You will be required to submit one compulsory activity for the portfolio examination. Your portfolio examination will also have to include the following: a declaration page (at the front of your examination portfolio); a table of contents, and a bibliography of sources consulted at the back in which you will have to indicate all the sources to which you have referred in the text. Use the mark allocated per question as an indication of how much to write for each answer. Include all the advertisements or newspaper articles you have used in your portfolio in the form of an addendum. If you submit your portfolio examination via myUnisa, please ensure that it is contained in one document only (preferably in PDF format).

Supplementary portfolio examination

Students who fail the module but qualify for a supplementary examination at the end of their respective semesters will have the opportunity to submit assignment 03. Please note that the due date for the supplementary portfolio examination will be the following semester, at the same time that registered students hand in their portfolio examinations. For example, if you qualify to submit a supplementary examination in Semester **ONE**, you will need to hand in your portfolio examination during Semester **TWO**, on 9 October 2018. You will find the second semester activities in the last part of this tutorial letter.

Note that, if you qualify for a supplementary examination in Semester **TWO**, you will need to submit your examination portfolio in May 2019. You will not find the supplementary portfolio examination activities in this tutorial letter, but will need to contact the module coordinator to request the 2019 tutorial letter. The module coordinator will then e-mail you the tutorial and any other information that may assist you to complete your supplementary examination portfolio. We will not consider supplementary portfolios with incorrect content. If you are not sure what to do, please contact the module co-ordinator for clarifications.

8.3.2 Unique assignment numbers

SEMESTER 1

Assignment 01	808887
Assignment 02	800334
Assignment 03 (Portfolio examination)	832316

SEMESTER 2

Assignment 01	801900
Assignment 02	846975
Assignment 03 (Portfolio examination)	870982

8.4 Assignment due dates

SEMESTER 1

Assignment 01	6 March 2018
Assignment 02	29 March 2018
Assignment 03 (Portfolio examination)	8 May 2018

SEMESTER 2

Assignment 01	8 August 2018
Assignment 02	4 September 2018
Assignment 03 (Portfolio examination)	9 October 2018

Assignments 01 and 02 should be submitted by their due dates. We regret that **no extensions** can be granted. Portfolio assignments that are received after the due date will unfortunately be returned unmarked and you will forfeit the marks. Therefore, it is very important that you plan carefully and submit your portfolio assignments before the deadline.

8.5 Submission of assignments

You may submit your portfolio examination (Assignment 03) by hand, by courier or electronically via myUnisa. However, we strongly advise you to submit your Assignment 01 via myUnisa to ensure that you receive your feedback in time. Unfortunately, the postal system often takes longer to deliver marked assignments that contain important feedback. You will need to have received your marked Assignment 01 back in time to prepare for the examination portfolio. Portfolio assignments may **not** be submitted by fax or e-mail.

For detailed information on and requirements for submitting your portfolio assignments, see the booklet *Study @ Unisa*.

- **Submitting your portfolio examination via myUnisa**

If you intend submitting your portfolio electronically, first make sure that your cover page, declaration, bibliography and addenda are all included in a single file. (Note that we do not accept zipped files.) The system will give you only one opportunity to submit your examination portfolio. Therefore, you need to verify that your portfolio is correct and complete before you submit it. We will not be held liable for any incomplete or incorrect portfolio assignment that you erroneously submit. Online assignments are accepted in PDF format and MS Word. Do not exit the window until the final screen that says your assignment has been submitted successfully appears. You also need to make a screenshot of the confirmation page as a proof that you have submitted your assignment.

- **Submitting your portfolio examination by post**

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. Hardcopies of assignments often go missing; so, you will 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 also sends an SMS a day or two after your submission to confirm the receipt of your assignment. If it takes more than a week without receiving a confirmation SMS, you need to do a follow-up by contacting the Assignment Department.

We encourage you to submit your examination portfolio by means of one of the assignment boxes located on all the Unisa campuses and at all the regional centres or by courier service.

Hard copy examination portfolios may also be submitted at any PEP Store or via SKYNET or UTi, Unisa's two contracted courier companies. (See <http://www.skynet.co.za> for your nearest PEP store.) SKYNET and UTi will courier your assignments to Unisa at **no charge**. Should you request SKYNET or UTi to collect the assignment from you, however, you will be required to pay the relevant courier fees. You will still have to rely on the South African postal service at this stage for returning assignments submitted as hard copies.

For detailed information about portfolio assignments, see the booklet entitled *Study @ Unisa*, which you have received with your study material. To submit your examination portfolio by post, follow these steps:

- Place the cover plus your portfolio examination into the envelope provided by Unisa. Write "Assignment 03" on the cover page.
- Write the unique assignment number on the cover sheet.
- If submitting by hand, place the envelope into an assignment box located on one of the Unisa campuses or at one of the regional centres.
- Address your envelope to:
The Registrar
PO Box 392
Unisa 0003

8.6 The assignments

The assignments for Semesters 1 and 2 are given below.

SEMESTER 1

ASSIGNMENT 01

Due date **6 March 2018**

Unique assignment number **808887**

Note:

You are required to indicate the word count next to each heading or sub-heading. A minimum number of words required for each question is given throughout the assignment. Incorrect or no word count may attract some penalties. This applies to all the questions.

1 INTRODUCTION [5 MARKS = 125 WORDS]

2 MEDIA POLICY AND REGULATION

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

Read the National Integrated ICT policy from the department of telecommunications and postal services to do the following.

2.1.1 Give an overview of the ICT policy in at least 100 words. See Tutorial Letter CMNALLE/301 to learn how to cite the policy document correctly. (4 marks = 100 words)

2.1.2 In 200 words, discuss your understanding of the concept of policy as a process. Identify and discuss the policy stage of the ICT policy. (10 marks = 250 words)

2.1.3 Identify and discuss the current phase of the National Integrated ICT policy. (6 marks = 150 words)
[20]

3 REPRESENTATION

3.1 News as representation (375 - 500 words)

Write an argumentative **essay** in which you discuss how news “flows” along certain channels, which contain “gates” where media personnel make decisions on how they perceive and reconstruct news before news appears in the media (Fourie 2008:237). Give at least two examples of where the media make use of gatekeeping. Examples need to be from 2015 and after.

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 375 words and not more than 500 words. **[15]**

3.2 Media and HIV/AIDS**(500 words)**

To answer this question students are required to search the internet and find a health communication campaign from the famous **Soul City** initiative. Please note that a mere Google search provides ample information related to Soul City health campaigns targeted at different audiences. Using your selected campaign as an example, you are required to integrate the practical component of the campaign in the different theoretical discussions below. Please remember to attach the campaign to your assignment/portfolio submission.

- 3.2.1 Provide a summary of your selected health communication campaign (please remember to reference all information as indicated in Tutorial Letter CMNALLE/301. What are the objectives, aims and focus of the campaign?
(5 marks = 125 words)
- 3.2.2 Define health communication and explain the communication context to which your selected campaign adheres.
(5 marks = 125 words)
- 3.2.3 Provide a theoretical explanation of your understanding of media advocacy (with full references) and thereafter explain in detail how your selected campaign adheres to this objective.
(5 marks = 125 words)
- 3.2.4 Provide a theoretical definition of “representation” and thereafter explain how the selected campaign has represented itself in the media in relation to the illness on which it focuses, its targeted audience; on a general note, how the campaign is represented by society.
(5 marks = 125 words)
- [20]**

4 CONCLUSION**[5 MARKS = 125 WORDS]****SELF-ASSESSMENT AND SELF-REFLECTION****[5 MARKS = 125 WORDS]**

Attach the addendum addressing the following questions:

- What have you learnt (what knowledge have you gained) by completing the portfolio task?
- What skills, abilities and orientations (attitudes and values) have you acquired?
- Which strengths could you apply in your future life and work environments?
- Which shortcomings do you need to address in future?
- To what extent have you achieved the learning outcomes formulated for each study unit? Specify the learning outcomes you have achieved.

TECHNICAL PRESENTATION**[5 MARKS]**

Please refer to Tutorial Letter CMNALLE/301 for guidelines on the technical presentation of your portfolio assignment.

Sub-total: 75**TOTAL: 75 x 1.34 = 100**

SEMESTER 1

ASSIGNMENT 02

Due date **29 March 2018**

Unique assignment number **800334**

Use a pencil and a mark-reading sheet to answer this assignment if you intend submitting it by hand. Ensure that you have recorded the unique assignment number on the mark-reading sheet.

Before you commence with Assignment 02, refer to Tutorial Letter CMNALLE/301 and revise the section dealing with multiple-choice questions.

Chapter 2 **External media regulation in South Africa**

- Q1 The Act which does **NOT** pertain to the print and media industry in general is the
- (1) Imprint Act
 - (2) Competition Act
 - (3) Legal Deposit Act
 - (4) ICASA Act
- Q2 When it comes to the issue of challenges and regulation of the South African media, you are requested to identify the **INCORRECT** option, which does not speak to the challenges and goals of South African media policy.
- The incorrect option is
- (1) independence
 - (2) state intervention
 - (3) the market
 - (4) public interest
- Q3 The strategic organisation that is vital to the successful functioning of the Legal Deposit Act of South Africa is the
- (1) Independent Communications Authority of South Africa
 - (2) South African Broadcasting Corporation
 - (3) Human Sciences Research Council
 - (4) Library of Parliament
- Q4 The purpose of the Film and Publication Act of South Africa is to, inter alia,
- (1) develop policies on programme and editorial control
 - (2) promote the development of community-based media
 - (3) provide for classification of media-related content
 - (4) establish ICASA as a regulatory authority

Chapter 3

Internal media regulation in South Africa

- Q5 The organisation that has been designated by the South African media policy to receive broadcasting-related complaints in South Africa is
- (1) BCCSA
 - (2) SANEF
 - (3) ASASA
 - (4) ISAPA
- Q6 Identify the theory that does **NOT** influence the South African thinking about the role and functioning of the media.
- (1) Development Theory
 - (2) Social Responsibility Theory
 - (3) Libertarian Theory
 - (4) Marxist Theory
- Q7 An organisation that is not recognised as crucial in the process of non-state regulation of the press is
- (1) the Office of the Press Ombudsman
 - (2) the Independent Communications Authority of South Africa
 - (3) Print media South Africa
 - (4) the South African National Editors Forum
- Q8 Identify the incorrect issue that is **NOT** covered by the Broadcasting Act of South Africa.
- (1) Three-tier broadcasting system
 - (2) Frequency spectrum
 - (3) The regulation of broadcasting and telecommunications industry as a whole
 - (4) Governance of the SABC according to the broadcasting charter

Chapter 4
Media and communication markets

Q9 The table below sets out the revenue generated by the three operators of television stations in the South African market during 2009.

Which type of market model is represented by these statistics?

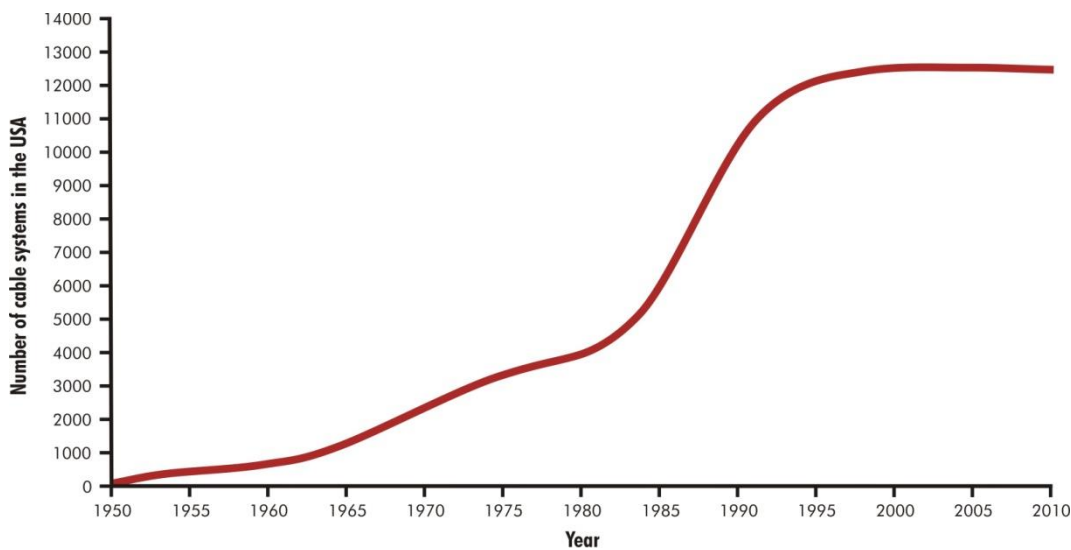
COMPANY	REVENUE
SABC revenue	R470 billion
e-tv revenue	R280 million
Multichoice revenue	R173 billion

- (1) Monopoly
- (2) Oligopoly
- (3) Competitive monopoly
- (4) Perfect competition

Q10 Which type of market model is associated with the introduction phase of the product life cycle?

- (1) Monopoly
- (2) Oligopoly
- (3) Competitive monopoly
- (4) Perfect competition

Q11 The chart below documents the number of cable television systems operating in the United States of America between 1950 and 2010. In what stage of the product life cycle stage do we currently find the cable system?



- (1) Late growth
- (2) Early maturity
- (3) Maturity
- (4) Decline

- Q12 Communication as a dual product market refers to an market.
- (1) economic and information
 - (2) information and an attention
 - (3) economic and audience
 - (4) attention and economic
- Q13 Which of the following describes a form of concentration where an enterprise outside the media sector acquires media as property?
..... concentration.
- (1) Conglomerate
 - (2) Horizontal media
 - (3) Vertical media
 - (4) Cross media
- Q14 Intra-media competition is competition between
- (1) media of different media types
 - (2) media within the same type of medium
 - (3) a media enterprise and a non-media enterprise
 - (4) different parts within a media organisation

Chapter 6

Representation defined

- Q15 Which one of the following ideas can be connected to Jean Baudrillard and a postmodern view of representation?
Representation may be
- (1) culturally learnt
 - (2) simulacrum
 - (3) mimesis
 - (4) misinterpretations
- Q16 Which one of the following theorists was one of the first great thinkers to believe that representations are mere imitations?
- (1) Bacon
 - (2) Aristotle
 - (3) Plato
 - (4) Aquinas

Q17 In media studies, we regard the images and messages disseminated by the media, such as photographs, films, advertisements and posters, as

- (1) the truth
- (2) representations
- (3) concepts
- (4) theories

Q18 From a media studies point of view, which one of the following options is accepted as an assumption about representation?

Representations are

- (1) authentic
- (2) imitations
- (3) mediated
- (4) the truth

Q19 Refer to the scenario below and then complete the statement.

A variety of factors had an influence on the role of representations and how it changed. One such influence caused artists to no longer be responsible for painting realistic type images since images could now be mass-produced and disseminated.

This influence was

- (1) modernism
- (2) postmodernism
- (3) the industrial revolution
- (4) television

Q20 Which one of the following theorists was one of the first great thinkers to believe that representations could be scientific indicators?

- (1) Bacon
- (2) Aristotle
- (3) Galileo
- (4) Aquinas

Chapter 8

Media and the construction of identity

- Q21 According to Wasserman (Fourie 2008:249), some “tensions exist between theorists of modernity on how identity should be defined”. Some theorists are of the opinion that identity is a project that requires constant action.
- One such theorist is
- (1) Rene Descartes
 - (2) Immanuel Kant
 - (3) Martin Heidegger
 - (4) Edmund Husserl
- Q22 Identity became problematic during the period of modernity when
- (1) societies were linked to expenditure and autonomy
 - (2) societies became more collective versus individuals
 - (3) individuals in societies had autonomy and choices
 - (4) identities were remade and choices increased
- Q23 Postcolonialism has often come under fire for what is seen as
- (1) an essentialist view of identity
 - (2) recognising individual identities
 - (3) promoting post-apartheid
 - (4) being subjective and authentic
- Q24 When it comes to the construction of identity in the media, media-centeredness has been criticised for
- (1) justified assumptions about the importance of the media
 - (2) creating media rituals and constructing truth in the media
 - (3) the outspoken belief that media is a centre of society
 - (4) bias in unjustified assumptions regarding the importance of the media
- Q25 The term *creolisation* refers to and is related to
- (1) constructions; languages
 - (2) language; hybridisation
 - (3) identities; construction
 - (4) stereotypes; identities
- Q26 Which of the following organisation has **NOT** contributed to representation in the South African media in the years since democratisation?
- (1) South African National Editors Forum
 - (2) South African Market and Race Forum
 - (3) Genderlinks
 - (4) Human Rights Commission

Chapter 10
Gender and the media

Q27 Read the following scenario and then complete the statement.

South African Caster Semenya won the 800 m at the Berlin World Championships in August 2009. Questions were raised regarding Semenya's gender, following her race results, her muscular build and deep voice. It would appear that Semenya had both male and female physical characteristics. The *Weekender* (12-13 September 2009:2) reported that "after alleged leaks, newspapers around the world are declaring that Caster Semenya is a hermaphrodite with ingrown testes and a high level of testosterone".

Within the context of this quote, the use of the word "hermaphrodite" by the press implies that Semenya could be considered as

- (1) a lesbian
- (2) a transsexual
- (3) a transvestite
- (4) genderless

Q28 He is a man who buys *Men's Health* magazine and supports his wife by doing household chores at times.

This is an example of the man.

- (1) narcissistic
- (2) new
- (3) yuppie
- (4) metrosexual

Q29 These feminists argued for the right to equal pay for equal work, and asked for all work opportunities to be granted to men and women alike.

This group is known as feminists.

- (1) liberal
- (2) socialist
- (3) radical
- (4) Marxist

Q30 Mr Sibusiso Tshabalala saw gay men coming out into the open about their sexuality and, as a heterosexual man, likes to beautify himself – going for facials and manicures. He expresses and talks about his emotions openly and drinks cocktails at work functions.

Mr Tshabalala is a

- (1) “metrosexual”
- (2) “new lad”
- (3) “yuppie”
- (4) “new man”

Q31 The author/theorist who is said to have written on the concept of hegemony and how such a concept secures power for the privileged elite is

- (1) Molefi Asante
- (2) Antonio Gramsci
- (3) Michel Foucault
- (4) Stuart Hall

Q32 Which option below indicates the two opposing images that an advertisement is said to rely on the portrayal of women?

- (1) Good and bad
- (2) Subordinate and submissive
- (3) Faithful and angelic
- (4) Beautiful and dutiful

Q33 In English-language mainstream media films, men are mainly portrayed as

- (1) humble and submissive
- (2) emotional and complaint
- (3) dull and odd
- (4) muscular and aggressive

Chapter 12

Media and the environment

Q34 On 5 June 2017, the United Nations’ World Environment Day was held in with the theme

- (1) South Africa; global warming
- (2) France; environmental sustainability
- (3) Angola; illegal trade of wildlife
- (4) Canada; connecting people to nature

Q35 According to the SABC website (2015), *50/50* is a television programme covering conservation issues spanning from the effects of mining on koppies, coastal dunes, rivers, the sea and the wetlands; the destruction of indigenous forests; the effects of commercial plantations and bad farming practices on heritage sites; ethical questions concerning animal rights; vivisection; hunting in various forms; culling and sustainable utilisation.

As indicated above, the *SABC2 50/50* programme can best be classified as a/an programme.

- (1) travel
- (2) environmental
- (3) animal
- (4) educational

Read the scenario below to answer questions 36 and 37.

Sipho is a journalist working for the wildlife magazine. He is invited to the Sabi Sands Game Reserve to experience the hospitality, which they offer their guests. Sipho is also taken on a game drive to have a close encounter with various animals. He is invited as a journalist to showcase the location in his magazine.

Q36 When he returns to the office, Sipho is expected to write a story about his wonderful time in the bush.

This form of journalism where a journalist is given a good hospitality in anticipation of good coverage is considered as journalism.

- (1) advocacy
- (2) aggressive
- (3) retroactive
- (4) sunshine

Q37 To arouse the readers' attention Sipho manipulates the photos and angles to exaggerate the coverage.

This situation illustrates a specific problem of representing nature, which is known as

- (1) the San question
- (2) consuming nature
- (3) documentary, game drives and the ethics of sensation
- (4) environmental disaster journalism and the economics of the media

Read the scenario below to answer questions 38 and 39.

An environmental journalist from Gauteng wishes to report about the killing of rhinos in the Kruger National Park. To do this, the journalist should visit the Kruger National Park to collect the information from the ground.

- Q38 When journalists report about environmental issues, they are required to report in a/an way to ensure that it is a truthful representation of nature.
- (1) objective
 - (2) subjective
 - (3) thematic
 - (4) theoretical
- Q39 Journalistic reporting about the killing of rhino in Africa is regarded as journalism.
- (1) consuming nature
 - (2) safari
 - (3) trophy hunting
 - (4) environmental disaster

Chapter 14

Media and violence

- Q40 *Solve it* is a detective series aired on SABC3, which aims at solving and finding the truth behind various murder crimes committed.
- If you, as a media user, watch this series and become afraid to live in the outside world and see it as a dangerous place because of all the crime you view, you will be complying with the belief of which theoretical media perspective on violence?
- (1) Moral panic
 - (2) Active audience
 - (3) Uses and gratifications
 - (4) Cultivation perspective
- Q41 *Mario Brothers* is a computer game, which includes violent acts and has a specific structure where Mario, as the hero, sets out on a mission to combat the villain and thereafter save the princess.
- This particular structure, which the game follows is termed a structure.
- (1) thematic
 - (2) narrative
 - (3) non-fictional
 - (4) fictional

Q42 A film based on the *Mario Brothers* computer game was released in 1993. The film follows a plot similar to the game where the ultimate goal is to save the princess. The film therefore also displays violent scenes as does the game.

If media students were to watch the film and creatively engaged with the different scenes and interpret the violent messages accordingly, the students would be classified as media audiences.

- (1) passive
- (2) active
- (3) subordinate
- (4) subservient

Q43 *Twilight* is a series of books that follows the fantasy/horror genre. These books were also made into a series of horror films.

According to Von Feilitzen, in the prescribed book (Fourie 2008:419), audiences who actively engage with such horror genres do so to stimulate themselves in ways.

- (1) social and personal
- (2) emotional and personal
- (3) emotional and social
- (4) social and private

Q44 When children view film versions of superheroes, such as *Spiderman* and *Batman*, perform violent acts against evil characters to “save the world”, these young viewers can consider such violence as acceptable since good is combating evil.

This practical example can be explained by which one of the following theoretical perspectives on media and violence?

- (1) Short-term imitation effect
- (2) Stereotype theory
- (3) Uses and gratifications theory
- (4) Theory of myth

Q45 Refer to the scenario below and then complete the statement.

The more society is exposed to violence in the media through fictional films, such as *Resident Evil*, *Spiderman*, *Batman* and *Twilight*, the more society becomes immune, and thus less sensitive, to the violence that occurs in real life.

Which one of the following theories explains this phenomenon?

- (1) Inoculation theory
- (2) Uses and gratifications theory
- (3) Active audience theory
- (4) Stereotype theory

Q46 Which option represents the style adopted by the Department of Communication Science for first-level headings?

- (1) **2. Representation**
- (2) **2. REPRESENTATION**
- (3) **2. REPRESENTATION**
- (4) 2. REPRESENTATION

Q47 Study the following example of a table of contents.

Which one of the following options reflects the **error** in the style used for this table of contents?

1 INTRODUCTION	1
2 DEFINING REPRESENTATION	2
3 NEWS AS REPRESENTATION	3–6
3.1 Gatekeeping	3
3.2 Agenda setting	5–6
3.3 Framing	6–8
4 CONCLUSION	9
SELF-EVALUATION AND SELF-REFLECTION	
SOURCES CONSULTED	

- (1) The second-level headings should be in italics.
- (2) First-level headings are **not** indicated in bold text.
- (3) The numbers of the headings should be followed by a full stop.
- (4) Only the page numbers on which sections start, are given.

Q48 If you use some of the content from chapter 7 (*News as Representation*) in the prescribed book, which of the following is the best way of citing the source of the chapter in the text? (See Tutorial Letter CMNALLE/301 for guidelines.)

- (1) According to De Beer and Botha (2008:5), gatekeeping can be defined as ...
- (2) According to Fourie (2008:5), gatekeeping can be defined as ...
- (3) According to (Fourie et al 2008:5), gatekeeping can be defined as ...
- (4) According to De Beer and Botha in (Fourie 2008:5), gatekeeping can be defined as ...

Q49 If you should use content from chapter 13 (*Media and HIV/AIDS*) of your prescribed book, which of the following is the best way in which to list the source consulted? (See Tutorial Letter CMNALLE/301 for guidelines.)

- (1) Fourie, PJ (2008) *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta: 379 - 413
- (2) Fourie et al (2008) *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta: 379 - 413
- (3) Faure, C. 2008. Media and HIV/Aids, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta: 379 - 413
- (4) Faure, C in Fourie, PJ. 2008. *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta: 379 – 413

Q50 Which one of the following statements is correct?

- (1) When we compile the bibliography or the list of sources consulted, we need to list each type of medium separately.
 - (2) When we refer to secondary sources cited in the prescribed book, we only need to cite the prescribed book in our list of sources consulted.
 - (3) If we have any further subdivisions after a third-level heading, we can use bullets.
 - (4) If we use an internet source, we need to give the URL in the in-text citation.
-

SEMESTER 2**ASSIGNMENT 01****Due date** 8 August 2018**Unique assignment number** 801900**Note**

You are required to indicate the word count next to each heading or sub-heading. A minimum number of words required for each question is given throughout the assignment. Incorrect or no word count may attract some penalties. This applies to all the questions.

1 INTRODUCTION [5 MARKS = 125 WORDS]**2 MEDIA POLICY AND REGULATION****2.1 Internal and external media regulation (500 words)**

Read the Film and Publication Bill to do the following:

2.1.1 Give a brief overview of the Bill and then discuss whether the Bill can be regarded as internal or external regulation. (See Tutorial Letter CMNALLE/301 to learn how to cite the Bill correctly.) (5 marks = 125 words)

2.1.2 Write an essay in which you discuss your understanding of freedom of expression and the limitations thereof. Indicate whether the Film and Publication Bill enhances or hinders freedom of expression. In your answer, you also need to demonstrate your understanding of the concept of *public interest* by indicating whether the Bill is acting in the public interest. Substantiate your answer by giving examples from the Bill. Cite at least three (3) academic sources (this excludes the prescribed book and study guide). (15 marks = 375 words)

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 375 words and not more than 500 words. **[20]**

3 REPRESENTATION**3.1 Representation defined (375 words)**

You are required to select an advertisement (either print or online) displaying both visual as and textual representations. You are then required to read and understand Barthes representation as myth. Use the selected advertisement to integrate the theoretical discussion by Barthes in relation to semiotics and visual representation. Your discussion should include aspects such as representation of both the visual and text, analysis of the deeper layers of meaning, the signifier and the signified, the signs and their relation to cultural context, the mythical meaning (deeper analysis), the denotative and connotative meaning of the signs, and the notion of anchorage and its relation to the visual representations.

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 375 words and not more than 500 words. **[15]**

3.2 Gender and the media (500 – 600 words)

“... Men have traditionally been less involved in gender movements because historically they have always had the advantage, benefitting enormously from patriarchy” (Karam 2008:313). On 20 May 2017, under the organiser, Siya Jentle, a group of men, #NotInMyName: South African Men March against Surge in Violence against Women, marched in Pretoria to show their support against the abuse of women and children. Write an academic **essay** in which you discuss the given quote together with issues concerning masculinities and the role of gender in the media.

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 500 words and not more than 600 words. **[20]**

4 CONCLUSION [5 MARKS = 125 WORDS]

SELF-ASSESSMENT AND SELF-REFLECTION [5 MARKS = 125 WORDS]

Attach the addendum, addressing the following questions:

- What have you learnt (what knowledge have you gained) by completing the portfolio task?
- What skills, abilities and orientations (attitudes and values) have you acquired?
- Which strengths could you apply in your future life and work environments?
- Which shortcomings do you need to address in future?
- To what extent have you achieved the learning outcomes formulated for each study unit? Specify the learning outcomes you have achieved.

TECHNICAL PRESENTATION [5]

Please refer to Tutorial Letter CMNALLE/301 for guidelines on the technical presentation of your portfolio assignment. Ensure, for example, that you have met the criteria in addendum A.

Sub-total: 75

TOTAL: 75 x 1.34 = 100

SEMESTER 2**ASSIGNMENT 02**

Due date **4 September 2018**

Unique assignment number **846975**

Use a pencil and a mark-reading sheet to answer this assignment if you intend submitting it by hand. Ensure that you have recorded the unique assignment number on the mark-reading sheet.

Before starting with Assignment 02, refer to Tutorial Letter CMNALLE/301 and revise the section dealing with multiple-choice questions.

Chapter 1**The nature of media and communication policy**

- Q1 The first phase of the emerging communication policy was mainly concerned with
- (1) broadcasting legislation
 - (2) communication technologies
 - (3) public service media
 - (4) communication freedom
- Q2 The social communication system include
- (1) culture and entertainment
 - (2) political welfare
 - (3) social and cultural values
 - (4) democracy
- Q3 The Media Development Diversity Agency (MDDA) mandate is on broadcasting.
- (1) public
 - (2) commercial
 - (3) community
 - (4) public service
- Q4 The term "policy"
- (1) refers to planning and strategy
 - (2) evolves from a scientific theory
 - (3) is subjective, based on media
 - (4) refers to a media-based analysis

- Q5 The constitutional protection of the South African media does **NOT** make provision for
- (1) freedom of expression
 - (2) access to information
 - (3) rights to privacy
 - (4) regulation of private media
- Q6 Identify the stage that does **NOT** form part of Kuypers's thinking about policy.
- (1) Aims
 - (2) Means
 - (3) Strategies
 - (4) Timeframe
- Q7 The ANC Media Charter does **NOT** include
- (1) freedom of the media
 - (2) public media
 - (3) education and training
 - (4) nationalised media

Chapter 5 Strategic media management

- Q8 Porter's value chain model **cannot** be used to analyse the broadcasting industry because broadcasting is considered as a service.
- This statement is
- (1) true, because television is considered a service, and services form the last activity in Porter's value chain, which means the other activities are absent; thus precluding the use of Porter's value chain
 - (2) true, as broadcasting, which is considered a service, means that programming, as a product made up of a process consisting of various activities considered as individual cost units, is absent
 - (3) false, because the special nature of broadcasting means that it can be considered to have an information chain rather than a value chain, since the primary function of broadcasting is to provide information
 - (4) false, as the service activities described by Porter include aspects such as installation, repairs and customer services whereas broadcasting also includes activities such as logistics, operations and marketing in addition to customer services

- Q9 That which a media organisation wants to accomplish in the larger environment is known as the
- (1) mission statement
 - (2) vision
 - (3) goal
 - (4) objective
- Q10 When we refer to the dual nature of media products, we are referring to
- (1) advertisers and audiences
 - (2) politics and cultural institutions
 - (3) social pressure and economics
 - (4) culture and economics
- Q11 Vertical integration in a media organisation refers to a situation where a broadcaster
- (1) distributes programmes
 - (2) specialises in one type of programme
 - (3) makes its own programmes
 - (4) outsources most of its activities
- Q12 Which of the following options is **NOT** one of the five environmental segments of the macro- environment?
- (1) Economic forces
 - (2) Political forces
 - (3) Competitive forces
 - (4) Technological forces
- Q13 The publishers of the newspapers have two types of goals.
- (1) Political and economic
 - (2) Political and cultural
 - (3) Social and economic
 - (4) Economic and cultural
- Q14 A systematic model of determining how the organisation's different activities contribute to creating value for the customer.
- This is a definition of
- (1) the information chain
 - (2) strategic management planning
 - (3) a production strategy
 - (4) the value chain

Chapter 7

News as representation

Q15 Which one of the following options best describes the agenda-setting theory?

Agenda-setting

- (1) refers to those decisions made by journalists as to which events are considered as important for the public from the perspective of the journalist of those events
- (2) consists of two levels; firstly, the media tell us what to think about and secondly, the media tell us how to think about a topic or event
- (3) is the selection, emphasis and presentation of what exists, what happens and what matters as part of an active process by journalists
- (4) relates to the magnitude and novelty of an event as perceived by the public, which is determined by media content

Q16 Considerable evidence has accumulated that editors and broadcasters play an important part in shaping our social reality as they go about their day-to-day task of choosing and reporting news.

This influence of the mass media – the ability to effect cognitive change among individuals and to structure their thinking – has been labelled

- (1) framing
- (2) news values
- (3) agenda-setting
- (4) gatekeeping

Q17 Which group of the news values below makes the following news item attention-getting?

Tomorrow the moon's shadow will pass over the eastern part of Southern Africa as the moon comes precisely between the earth and the sun. It will be the first time in modern history that parts of South Africa will experience a total eclipse of the moon.

- (1) Immediacy, novelty
- (2) Human interest, danger
- (3) Magnitude of the event, economic effect
- (4) Excitement, personal involvement

Q18 During service delivery strikes, journalists focus selectively on violence elements for readers to make sense of the violent nature of strikes in South Africa. They normally select violent scenes where there are burning of tyres, blockading of roads, people carrying sticks and thrashing of rubbish bins to shape public opinion on a particular subject. However, they fail to cover extensively why the strike is happening in the first place or what can be done to stop the strike.

This type of selection where the journalist chooses selectively to cover a specific element of an event, in this case violence, can be best described as

- (1) framing
- (2) agenda-setting
- (3) gatekeeping
- (4) news values

Q19 Which news values below makes the following news item attention-getting?

Shortly after a cruise liner departed Mauritius for Durban yesterday with 300 guests on board a man called the cruise liner's office in Durban warning that a bomb was hidden on the cruise ship.

- (1) Immediacy, novelty
- (2) Human interest, nearness
- (3) Magnitude of the event, danger
- (4) Excitement, economic effect

Q20 Which news value makes the following news item attention-getting in a South African context?

The tragic death of the late Minister of Public Service and Administration, Collins Chabane, in a car crash shocked many people in social media circles in South Africa. The morning after his death many people on social media such as Twitter and Facebook showed their utmost shock. The story was trending on social media for a few days.

- (1) Magnitude, excitement
- (2) Unexpectedness, proximity
- (3) Novelty, time span
- (4) Socio-cultural, consonance

Chapter 9 Media and race

Q21 is an anti-racist thinker who analysed the oppression of people of colour in Africa and the Caribbean.

His influential writings include the book called *Black Skin, White Masks* in 1952.

- (1) John Thompson
- (2) Robert Ferguson
- (3) Richard Dyer
- (4) Frantz Fanon

Q22 used the label “black” to unite all people whom apartheid had tried to separate into shades of black and otherness.

- (1) Luthuli
- (2) Tambo
- (3) Biko
- (4) Nakasa

Q23 identified the relationship between ideology as a system of representation on the one hand and power on the other hand.

He also argued that the construction of meaning with words or images in particular contexts serves to maintain asymmetrical relations of power.

- (1) John Thompson
- (2) Robert Ferguson
- (3) Richard Dyer
- (4) Frantz Fanon

Q24 According to Miles (in Steenveld 2008), those actions and processes, which maintained white domination and the subordination of black citizens can be best described as racism.

- (1) multiplicity of
- (2) cultural
- (3) institutional
- (4) scientific

Q25 The apartheid system in South Africa, which resulted in people of colour being disadvantaged through government policies, could best be described as

- (1) new racism
- (2) scientific racism
- (3) institutional racism
- (4) a multiplicity of racisms

Q26 can be described as the unmarked structural advantage of race privilege and the ways in which white people view others in a given society.

- (1) The apartheid ideology
- (2) The whiteness ideology
- (3) Cultural racism
- (4) Scientific racism

Chapter 11

Media and sexual orientation: the portrayal of gays and lesbians

Q27 Read the following scenario and then complete the statement.

Lerato Moloi, a lesbian woman was found dead in Soweto. The media reported that Moloi was raped and stoned to death. It is alleged that the murder is related to corrective rape incidents.

The killing of Moloi is an example of

- (1) a hate crime against a lesbian based on her sexual orientation and gender identity
- (2) the sexual orientation identity as a motivating factor for the killing of a lesbian who wants to be like a man
- (3) a lesbian woman who wants to play soccer, visit shebeens and has deserved to be raped
- (4) a public campaign on sexual orientation and gender identity to create effective mechanisms against abuse

Q28 Read the scenario below to answer this question.

On 1 December 2005, in the case of *Minister of Home Affairs v Fourie*, the Constitutional Court ruled that it was unconstitutional for the state to disagree for same-sex couples to marry. The Constitutional Court gave Parliament one year to resolve the issue. On 30 November 2006, the came into effect. Regardless of its title it does provide for same-sex marriages. The Act permits same- and opposite-sex couples to bond in unions. The Act allows a couple to choose to call their union either a marriage or a civil partnership.

- (1) Marriage Act
- (2) Civil Union Act
- (3) Same-sex Marriage Act
- (4) Same-sex Union Act

Q29 Read the following scenario and then complete the statement.

The South African Lesbian and Gay Equality Project (LGEP) is concerned about the homophobia that is promoted by the ZANU-PF in Zimbabwe. The LGEP feels that the homophobia is not divorced from the oppression of women, the exploitation of workers and the gross violation of human rights for which the ZANU-PF government is responsible.

This is an example of how democracy should deal with

- (1) the deepening political, economic and social crises of the LGBT people of Zimbabwe
- (2) the progressive values of equality, freedom, human rights and non-discrimination of LGBT people in Zimbabwe
- (3) political leaders of ZANU-PF that look for easy scapegoats to hide their failures in Zimbabwe
- (4) honouring the liberation struggle and historic achievements of freedom and democracy in Zimbabwe

Q30 Read the following scenario and then complete the statement.

Archbishop Emeritus Desmond Tutu, a LGBT ally, recently received the Outspoken Award in San Francisco. The award by the International Gay and Lesbian Human Rights Commission recognised that Tutu's leadership and outspokenness have contributed substantially to advancing the rights of all GLBT people.

Tutu won this award because he sparked a debate

- (1) about same-sex marriages that are legal in SA, but against the Bible and a sin in the eyes of G-d
- (2) as being ashamed of the Anglican Church's obsession with homosexuality
- (3) as a human rights activist who acknowledges that GLBT (as humans) are valuable, but should abstain from same-sex relationships
- (4) by saying that "G-d is homophobic" and does not acknowledge GLBT people

Q31 The concept "queer", which started as an approach that linked unequal groups with remarkably diverse lives and sexual practices is

- (1) true, as it has been successful in a conservative and devout country like South Africa
- (2) false, as it has led to same-sex marriages and sexual orientation as a human right in South Africa
- (3) true, as it idealises the oppression of identities, actions and shared same-sex lifestyles in South Africa
- (4) false, as it is underlining heterosexual normative behaviour in a country like South Africa

Q32 Read the scenario below to answer this question.

On the 21st March 2014 David Olyn (21) was tortured and murdered in the neighbourhood of Ceres (Western Cape, South Africa). Olyn was beaten and tied with wire when his murderer invited a group of teenagers to watch him kill a “moffie”, Afrikaans slang for “faggot”. The Constitution prohibits all unfair discrimination on the basis of sex, gender or sexual orientation. In 2000, Parliament (South Africa) passed the to outlaw harassment, hate speech and discrimination. A year later, no-one could help David Olyn.

<http://www.advocate.com/print/world/2014/03/31/gay-south-african-brutally-murdered>
www.mambaonline.com

- (1) Equality and Prevention of Unfair Discrimination Act (PEPUDA)
- (2) Gender and Sexual Orientation Act
- (3) Bill of Rights, Section 9(3) of the SA Constitution
- (4) Criminal Law (Sexual Offences and Related Matters) Amendment Act

Chapter 13 Media and HIV/AIDS

Q33 The ability of the media to publish an article informing us about how important it is for students to become aware of HIV/AIDS, as well as get tested, displays

- (1) continuity of the theme to retain attention
- (2) the power and influence of the media
- (3) HIV/AIDS representation within the media
- (4) metaphoric symbolism of HIV/AIDS within the media

Q34 Students must become active and aware of HIV issues.

This focus by the media is termed media

- (1) concentration
- (2) attention
- (3) aggression
- (4) retroactivity

Q35 If an article is placed on the first page of the *Sunday Times* online newspaper, what does this indicate to us as readers?

The article

- (1) contains important information
- (2) does **not** contain important information
- (3) has maintained continuity and is thus very important
- (4) has **not** maintained continuity and is thus not important

- Q36 If an article provides the reader with some information about politicians and politics in relation to AIDS, then the media has used the process of to help shape public opinion regarding the issue of branding people who are tested HIV+.
- (1) agenda-setting
 - (2) gatekeeping
 - (3) framing
 - (4) news values
- Q37 Branding and labelling HIV-infected people will help curb the spread of the disease in Swaziland.
- This clearly indicates that the media's attention
- (1) is **not** necessary for this event to become an issue
 - (2) is necessary for this event to become an issue
 - (3) should be focused on more important aspects
 - (4) should be retained for other aspects
- Q38 If a journalist is biased and reports from a one-sided view, then the journalist reports from a/an point of view.
- (1) objective
 - (2) subjective
 - (3) neutral
 - (4) prejudiced
- Q39 An article can be considered as an example of ethical reporting on HIV/AIDS since branding people who are HIV positive is
- (1) discriminatory and violates a person's rights
 - (2) allows awareness for others
 - (3) reduces AIDS as an illness
 - (4) increases AIDS as an awareness issue

Chapter 15

Media and terrorism

- Q40 Terrorists provide the media with an opportunity for sensational and dramatic reporting while, at the same time, realising their own communication goals.
- This statement refers to the
- (1) value of media coverage for terrorists
 - (2) legitimacy of recognising terrorist acts
 - (3) reasons why terrorists commit violent acts
 - (4) symbiotic relationship

Q41 Which one of the following options is correct?

When it comes to the needs a government has of the media during times of terrorist activities, the following can be said:

- (1) The government wants all parties concerned to have an equal voice in the media, as this will help in negotiating with terrorists.
- (2) Journalists must remain objective and not inform the government of any actions (planned or already happening) of terrorist groups.
- (3) The media can be used to keep the general population calm and create the impression that the government has everything under control.
- (4) Government usually sees the media as a suitable tool for negotiating with terrorist groups.

Q42 Which one of the following options is correct?

When it comes to the reporting on terrorist groups, governments prefer that the media

- (1) ignore the actions and needs of terrorist groups
- (2) inform the government of any information relating to the terrorists
- (3) criminalise the terrorist groups and their activities
- (4) publish interviews with the terrorist leaders

Q43 Refer to the scenario below and then complete the statement.

In the study on the relationship between the media and terrorism, we can use certain theories to explain some aspects or characteristics of this relationship. One of these theories states that a terrorist event can be covered by the media in such a way that the event becomes so important to the public that it may influence governments to implement certain policies.

The theory described in the scenario is the

- (1) uses and gratifications approach
- (2) agenda-setting
- (3) contagion effect
- (4) theory of relativity

Q44 Which one of the following acts describes one of the four cyber terrorism acts described by Zanini and Edwards in the prescribed book (Fourie 2008:471)?

- (1) bombing telecommunications infrastructure
- (2) hijacking passenger planes
- (3) interrupting public transport systems
- (4) hacking into computers to release a virus

Q45 Refer to the scenario below and then complete the statement.

The media have certain responsibilities when it comes to reporting on terrorism. Before these responsibilities are considered, the media have certain reasons for their decision to report on terrorist activities.

Which one of the following constitutes one of the main reasons for reporting on terrorism?

- (1) social responsibility
- (2) publicity
- (3) the media as medium
- (4) entertainment

TECHNICAL PRESENTATION

Q46 Which option represents the style adopted in the Department of Communication Science for first-level headings?

- (1) **2. Representation**
- (2) **2. REPRESENTATION**
- (3) **2. REPRESENTATION**
- (4) 2. REPRESENTATION

Q47 Study the following example of a table of contents.

Which one of the following options reflects the **error** in the style used for this table of contents?

1 INTRODUCTION	1
2 DEFINING REPRESENTATION	2
3 NEWS AS REPRESENTATION	3–6
3.1 Gatekeeping	3
3.2 Agenda setting	5–6
3.3 Framing	6–8
4 CONCLUSION	9
SELF-EVALUATION AND SELF-REFLECTION	
SOURCES CONSULTED	

- (1) The second-level headings should be in italics.
- (2) First-level headings are **not** indicated in bold text.
- (3) The numbers of the headings should be followed by a full stop.
- (4) Only the page numbers on which sections start, are given.

- Q48 If you should refer to the content of chapter 6 (*Representation Defined*) in the prescribed book in the text of your assignment, which of the following options reflects the correct way of citing the source in your text? (See Tutorial Letter CMNALLE/301 for guidelines.)
- (1) According to Fourie (2008:220), simulacrum is ...
 - (2) According to Reid (2008:220), simulacrum is ...
 - (3) According to (Fourie et al 2008:220), simulacrum is ...
 - (4) According to Reid (in Fourie 2008:220), simulacrum is ...
- Q49 If you refer to some of the content of chapter 10 (*Gender and the Media*) in your prescribed book, which of the following options reflects the best way of listing your source in the list of sources consulted page? (See Tutorial Letter CMNALLE/301 for guidelines.)
- (1) Fourie, PJ (2008) *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:305–330
 - (2) Fourie et al (2008) *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:305–330
 - (3) Karam, B in (Fourie, PJ. 2008). *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:305–330
 - (4) Karam, B. 2008. Gender and the media, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:305–330
- Q50 Which one of the following statements is correct?
- (1) When we compile the list of sources consulted, we need to list each type of medium separately.
 - (2) When we refer to secondary sources cited in the prescribed book, we need only cite the prescribed book in our list of sources consulted.
 - (3) If we have any further subdivisions after a third-level heading, we can use bullets.
 - (4) If we use an internet source, we need to give the URL in the in-text citation.

8.7 Other assessment methods

No other assessment methods will be used in this module.

8.8 The examination (portfolio examination)

Note that there will be **NO** venue-based examination for this module. This means that **Portfolio Assignment 03** will be regarded as the examination, although you will be able to do it in the comfort of your home. In other words, you will be required to submit a portfolio of activities that you have completed during the semester. This is referred to as a portfolio examination or a non-venue-based examination. This will be the final portfolio examination, which will determine whether you pass or fail this module. The portfolio examination will count 80% towards your final mark. You will need to obtain a **subminimum of 40%** for the portfolio examination to pass the module in its entirety.

The summative assessment for COM3702 will take the form of a portfolio submitted as Assignment 03.

PLEASE NOTE:

The examination portfolio will be subject to Unisa's rules and regulations for an examination. This means that the due date will be considered as the date of the examination. We will therefore not be able to grant you an extension of the due date. Examination portfolios that arrive at Unisa after the due date will not be examined and may be returned to you. This means that you will officially be considered as having been absent from the examination. If you miss the deadline due to unforeseen circumstances you are advised to apply for aegrotat examinations since we cannot grant extensions for an exam.

SEMESTER 1

**ASSIGNMENT 03
EXAMINATION PORTFOLIO**

Due date 8 May 2018

Unique assignment number 832316

ANSWER ALL THE QUESTIONS.

Note

You are required to indicate the word count next to each heading or sub-heading. A minimum number of words required for each question is given throughout the portfolio assignment. Incorrect or no word count may attract some penalties. This applies to all the questions.

1 INTRODUCTION [5 MARKS = 125 WORDS]

2 MEDIA POLICY AND REGULATION

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

Read the National Integrated ICT policy from the department of telecommunications and postal services to do the following.

2.1.1 Give an overview of the ICT policy in at least 100 words. See Tutorial Letter CMNALLE/301 to learn how to cite the policy document correctly.
(4 marks = 100 words)

2.1.2 In 200 words, discuss your understanding of the concept of policy as a process. Identify and discuss the policy stage of the ICT policy.

(10 marks = 250 words)

2.1.3 Identify and discuss the current phase of the National Integrated ICT policy.

(6 marks =150 words)

[20]

3 MEDIA MANAGEMENT

3.1 Strategic media management

(375 - 500 words)

“When doing an environmental analysis, the manager of a media company has to do an internal and external assessment of the organisation.”

Discuss this statement in an essay by explaining 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. Discuss the differences between an internal and external assessment of the organisation as well as the four components of the SWOT analysis. Also, describe the strategic fit between the internal and external conditions.

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 375 words and not more than 500 words.

[15]

4 REPRESENTATION

4.1 News as representation

(500 words)

Write an argumentative essay in which you discuss how news “flows” along certain channels, which contain “gates” where media personnel make decisions on how they perceive and reconstruct news before news appears in the media (Fourie 2008:237). Give at least two examples of where the media make use of gatekeeping. Examples need to be from 2015 and after.

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 500 words and not more than 600 words.

[20]

4.2 Media and race

(500 words)

Select an article about a racist incident in which a prominent member of society was found using the social media to spread a racist discourse. Based on the story selected, answer the following questions:

4.2.1 Discuss in your own words what you understand by the term *racism* and then provide a summary of the racial incident that you have selected. 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. Attach the news story as addendum.

(5 marks = 125 words)

4.2.2 Provide justification of why the selected social media item is alleged to be racist. Identify and critically discuss the form of racism that is represented in the selected racial incident.

(5 marks = 125 words)

4.2.3 Provide an argument whether social media give rise to racism incidents or whether social media just mirror what is already happening in society. Use at least two (2) academic sources to support your argument (this excludes 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)

In **an essay**, discuss the representation of gays and lesbians in the media by explaining what representation of sexual orientation is, and how gays use the pink and the rainbow triangle to represent gay pride. In the discussion, review television and print media representations in South Africa by giving examples of how gays and lesbians are part of storylines in various soap operas or any other television programmes. Also, note how these media still portray gays and lesbians as the 'other'.

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 500 words and not more than 600 words.

[20]

4.4 Media and HIV/AIDS**(500 words)**

To answer this question students are required to search the internet and find a health communication campaign from the famous **Soul City** initiative. Please note that a mere Google search provides ample information related to Soul City health campaigns targeted at different audiences. Using your selected campaign as an example, you are required to integrate the practical component of the campaign in the different theoretical discussions below. Please remember to attach the campaign to your assignment/portfolio submission.

- 4.4.1 Provide a summary of your selected health communication campaign (please remember to reference all information as indicated in Tutorial Letter CMNALLE/301). What are the objectives, aims and focus of the campaign?
(5 marks = 125 words)
- 4.4.2 Define health communication and explain the communication context to which your selected campaign adheres.
(5 marks = 125 words)
- 4.4.3 Provide a theoretical explanation of your understanding of media advocacy (with full references) and thereafter explain in detail how your selected campaign adheres to this objective.
(5 marks = 125 words)
- 4.4.4 Provide a theoretical definition of “representation” and thereafter explain how the selected campaign has represented itself in the media in relation to the illness on which it focuses, its targeted audience; on a general note, how the campaign is represented by society.
(5 marks = 125 words)
- [20]**

4.5 Media and terrorism**(500 words)**

Students are required to select a newspaper or online article dealing with a terrorist activity in any part of the world to discuss four possible media needs of terrorists with practical examples from your selected article.

- 4.5.1 A summary of the terrorist news event (what your selected article entails). Your summary should answer the 5ws and 1h questions (what, who, where, when, why and how). You also need to cite the news article correctly. Attach the news story as addendum.
(4 marks = 100 words)
- 4.5.2 Discuss four possible media needs of terrorists with practical examples from your selected article. Remember to reference both the theoretical discussion as well as the practical examples from the article – refer to Tutorial Letter CMNALLE/301.
(16 marks = 400 words)
- [20]**

5 CONCLUSION

[5 MARKS = 125 WORDS]

SELF-ASSESSMENT AND SELF-REFLECTION

[5 MARKS = 125 WORDS]

Attach the addendum addressing the following questions:

- What have you learnt (what knowledge have you gained) by completing the portfolio task?
- What skills, abilities and orientations (attitudes and values) have you acquired?
- Which strengths could you apply in your future life and work environments?
- Which shortcomings do you need to address in future?
- To what extent have you achieved the learning outcomes formulated for each study unit? Specify the learning outcomes you have achieved.

TECHNICAL PRESENTATION

[5]

Please refer to Tutorial Letter CMNALLE/301 for guidelines on the technical presentation of your portfolio assignment. Ensure, for example, that you have met the criteria in addendum A.

Sub-total: 155

TOTAL: 155 / 1.55 = 100

SEMESTER 2

ASSIGNMENT 03 EXAMINATION PORTFOLIO

Due date

9 October 2018

Unique assignment number

870982

Note

You are required to indicate the word count next to each heading or sub-heading. A minimum number of words required for each question is given throughout the portfolio assignment. Incorrect or no word count may attract some penalties. This applies to all the questions.

1 INTRODUCTION

[5 MARKS = 125 WORDS]

2 MEDIA POLICY

2.1 Internal and external media regulation

(500 Words)

Read the Film and Publication Bill to do the following:

- 2.1.1 Give a brief overview of the Bill and then discuss whether the Bill can be regarded as internal or external regulation. (See Tutorial Letter CMNALLE/301 to learn how to cite the Bill correctly.) (5 marks = 125 words)

- 2.1.2 Write an essay in which you discuss your understanding of freedom of expression and the limitations thereof. Indicate whether the Film and Publication Bill enhances or hinders freedom of expression. In your answer, you also need to demonstrate your understanding of the concept of *public interest* by indicating whether the Bill is acting in the public interest. Substantiate your answer by giving examples from the Bill. Cite at least three (3) academic sources (this excludes the prescribed book and study guide).
(15 marks = 375 words)

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 375 words and not more than 500 words.

[20]

3 MEDIA MANAGEMENT

3.1 Media and communications market (375 – 500 words)

Select a media or communication product and illustrate in **an essay** the dynamic nature of that product's market by plotting the life cycle for that product. The product can be a piece of technology, such as a Walkman. Alternatively, a media product such as a magazine like *Femina*, which has closed. Please select your product carefully, as it does need to move through all the phases of the product life cycle. You can use a fictitious communication/media product if you so wish. Use the four-phase model of De Jong, as given in Fourie (2008:140–141; 191–192), supplemented by information given in the study guide.

For **each phase**, you need to describe the following: the duration of the phase. The duration of each phase need not be highly accurate but needs to indicate approximately in terms of weeks, months or years. Followed on this is the nature of the market where you also have to remember to provide evidence for your description. Also, add the measure of competition and the introduction of the volume of sales or the producing of number of units. In addition to the above, for the introductory phase you also need to describe what is innovative about your product.

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 375 words and not more than 500 words.

[15]

4 REPRESENTATION

4.1 Representation defined

(500 words)

You are required to select an advertisement (either print or online) displaying both visual as and textual representations. You are then required to read and understand Barthes representation as myth. Use the selected advertisement to integrate the theoretical discussion by Barthes in relation to semiotics and visual representation. Your discussion should include aspects such as representation of both the visual and text, analysis of the deeper layers of meaning, the signifier and the signified, the signs and their relation to cultural context, the mythical meaning (deeper analysis), the denotative and connotative meaning of the signs, and the notion of anchorage and its relation to the visual representations.

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 500 words and not more than 600 words.

[20]

4.2 Media and the construction of identity

(500 words)

Write an essay, explaining identity (from a theoretical perspective) and how the media has contributed to the construction of how we shape our lives. Practical examples from the media should be used to put forward your discussion.

Your essay structure should include: an introduction (introducing the context of your discussion) (2 marks); a discussion/definition explaining what identity is (2 marks); a body that includes the different theoretical perspectives on the media and its contribution to identity; your discussion (body of your essay [14 marks]) should include: discussions on media-centrism; media content and representation: representational systems (use practical examples here of media shows, etc.), poststructuralism, how the media represents different identities and media myths; and a conclusion to conclude your essay and the point/context of your topic/discussion (2 marks).

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 500 words and not more than 600 words.

[20]

4.3 Gender and the media

(500 – 600 words)

“... Men have traditionally been less involved in gender movements because historically they have always had the advantage, benefitting enormously from patriarchy” (Karam in Fourie 2008:313). On 20 May 2017, under the organiser, Siya Jentle, a group of men, #NotInMyName: South African Men March against Surge in Violence against Women, marched in Pretoria to show their support against the abuse of women and children. Write an academic essay in which you discuss the given quote together with issues concerning masculinities and the role of gender in the media.

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 500 words and not more than 600 words.

[20]

4.4 Media and the environment

(500 words)

Select a news story about the environment, which portrays some elements of sunshine journalism to answer the following questions:

4.4.1 Summary of the selected article. In your summary, you should define *environmental journalism* and justify why you consider the selected article to be an example of environmental journalism. Attach the news story as an addendum at the end of assignment. (5 marks = 125 words)

4.4.2 Critically discuss the word *objectivity* in your own words and give your own opinion on whether the notion of objectivity is something that exists in news reporting. Bear in mind the role of various factors such as gatekeeping, framing and agenda-setting, which play a role in the contextualisation of a news story. Also give examples from the selected media article about the environment. Use at least two (2) academic sources to support your arguments (this excludes the prescribed book and study guide). (7 marks = 175 words)

4.4.3 *Journalism requires finances to survive in an environment characterised by competition.*

Using the statement above, discuss the shortcomings of the practice of “sunshine journalism”. You also need to indicate why you consider the selected article to be an example of sunshine journalism. To what extent does the practice of sunshine journalism compromise the quality of the news article? Use at least two (2) academic sources to support your arguments (this excludes the prescribed book and study guide).

(8 marks: 200 words)

[20]

4.5 Media and violence

(500 – 600 words)

Video games have long been criticised for the harmful effects they have on children.

You are required to write **an essay** (500 words) taking a position if you agree or not with this statement. You must also motivate your discussion with a theoretical discussion.

Your essay structure should include: introduce the context of your discussion (2 marks); a discussion explaining what violence is (2 marks); a body with different paragraphs putting forward your discussion (14 marks), which should include the debate of research on violence (on the gaming industry), a discussion on the active vs. the passive audience and its critiques (Von Feilitzen), the debates around violence and its influence, exposure to violence etc; and a conclusion to conclude your essay and the point/context of your topic/discussion (2 marks).

Consult the Tutorial Letter CMNALLE/301 to learn how to write an essay. Your essay should have an introduction, body and a conclusion. Ensure that you are coherent by maintaining a logical flow of ideas. Do not use any headings in your essay. The essay needs to be a minimum of 500 words and not more than 600 words.

[20]

5 CONCLUSION

[5 MARKS = 125 WORDS]

SELF-ASSESSMENT AND SELF-REFLECTION

[5 MARKS = 125 WORDS]

Attach the addendum, addressing the following questions:

- What have you learnt (what knowledge have you gained) by completing the portfolio task?
- What skills, abilities and orientations (attitudes and values) have you acquired?
- Which strengths could you apply in your future life and work environments?
- Which shortcomings do you need to address in future?
- To what extent have you achieved the learning outcomes formulated for each study unit? Specify the learning outcomes you have achieved.

TECHNICAL PRESENTATION

[5]

Please refer to Tutorial Letter CMNALLE/301 for guidelines on the technical presentation of your portfolio assignment. Ensure, for example, that you have met the criteria in addendum A.

Sub-total: 155

TOTAL: 155 / 1.55 = 100

9 FREQUENTLY ASKED QUESTIONS

The *Study @ Unisa* brochure contains an A–Z guide of the most relevant study information. Please refer to this brochure for more information. If you have any module content queries, you can contact the module coordinator directly for more assistance.

The following are module-specific frequently asked questions:

Q Why are some questions from Assignment 01 repeated in Assignment 03, the examination portfolio?

A It is, to allow you to work on the feedback you have received on Assignment 01. The assignments and the feedback on them will form an important part of your learning, and will help you to prepare yourself better for the portfolio examination.

Q What does ‘not yet open’ on myUnisa submission system mean?

A If you see an assignment submission status on myUnisa as “not yet open”, do not worry; our system is designed to allow the submission of assignments during a specific period. The myUnisa assignment submission system for Assignments 01 and 03 will open one week before the deadline. This is done intentionally to give you more time to engage with your learning activities. Please take time to reflect on what you have learned before rushing to submit your assignment. You need to use all the time available to you to complete your assignments, to help ensure that you achieve the prescribed learning outcomes.

Q What are the benefits of submitting my assignment via myUnisa?

A We strongly advise you to submit Assignment 01 via myUnisa to ensure that you receive your feedback on time. Unfortunately, the postal system often takes longer to deliver marked assignments, which contain important feedback. You will need to have received your marked Assignment 01 back in time to prepare for the examination portfolio. Furthermore, the University does not assume responsibility for any lost assignments (wholly or partly), which have been submitted via the post. It will also be difficult to prove to us that you have indeed submitted your assignment via post. However, if you submit online you will receive confirmation immediately.

Q What are the undesirable mistakes that student makes when submitting portfolio examination?

A Some student often submit an incorrect or incomplete portfolio examinations. As the portfolio is an exam, you will not have the opportunity to submit the correct portfolio at the later stage. You need to verify that your portfolio is correct and complete before you submit it. We will not be held liable for any incomplete or incorrect portfolio assignment that you erroneously submit.

Q Am I allowed to copy information from the prescribed study material word for word?

A Please ensure that you do not copy information verbatim from the prescribed book, the study guide 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 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 and cite the page number of the sources consulted. Copying information verbatim without the use of quotation marks will be regarded as plagiarism. See Tutorial Letter CMNALLE/301 to learn how to cite sources correctly.

Q What is an introduction and conclusion?

A An introduction should tell us what you intend doing in your assignment, whereas the conclusion tells us what you have done in your assignment. Some guidelines on how to write an introduction and conclusion will be included in Tutorial Letter CMNALLE/301. Also check myUnisa under "Additional Study Resources".

Q What do I need to do if I qualify for a supplementary examination?

A Please refer to section 4 of this tutorial letter to read more about a supplementary portfolio examination.

Q What is online tutoring or e-tutoring?

A Please refer to section 5 (Student Support Services) of this tutorial letter for more details about online tutorials or e-tutoring.

Q How do I get the letter to confirm portfolio examination dates to my employer?

A If you check your examination timetable, the portfolio examination dates do not appear on the official examination timetable. As a result, you need to request a letter to confirm the portfolio examination deadlines from the module coordinator. Requests should be sent via an e-mail. Also include your title, full names and student number in this e-mail.

10 SOURCES CONSULTED

- Bardoel, J and Van Cuilenburg, J. 2008a. The nature of media and communications policy, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:3-29
- Bardoel, J and Van Cuilenburg, J. 2008b. Media and communication markets, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:119-154
- Bardoel, J and Van Cuilenburg, J. 2008c. Strategic media management, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:155-196
- Cilliers, C. 2008. Media and sexual orientation: the portrayal of gays and lesbians, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:331-356
- De Beer, AS and Botha, N. 2008. News as representation, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:227-242
- Faure, C. 2008. Media and HIV/Aids, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:379-413
- Fourie, PJ. 2008. External media regulation in South Africa, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:30-71
- Glenn, I. 2008. Media and the environment, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:359-378
- Karam, B. 2008. Gender and the media, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:305–330
- Kirsten, GM. 2008. Media and terrorism, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:445-476
- Pitout, M. 2008. Media and violence, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:414-444
- Reid, J. 2008. Representation defined, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:197-226
- Steenveld, L. 2008. Media and race, In *Media Studies Policy, Management and media representation, Second edition Volume 2*. edited by Fourie. Cape Town: Juta:277-303

Van Heerden, M. 2008. Internal media regulation in South Africa, In *Media Studies Policy, Management and media representation, Second edition Volume 2.* edited by Fourie. Cape Town: Juta:72-118

Wasserman, H. 2008. Media and the construction of identity, In *Media Studies Policy, Management and media representation, Second edition Volume 2.* edited by Fourie. Cape Town: Juta:243-276

11 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.

12 ADDENDUM

ADDENDUM A: KEY TECHNICAL AREAS

1 Declaration and structure

- The declaration must be structure according to Tutorial Letter CMNALLE/301 or based on the customised version presented in Tutorial Letter 101.
- Headings must be structured correctly (first order, second order, third order)
- Headings must also correspond with the table of contents and page numbers
- The portfolio must be provided with a proper introduction, a body and a conclusion (if applicable)

2 Referencing of all sources in the text

- The student must acknowledge ALL sources consulted.
- If in-text references to sources have been omitted, no marks will be awarded for technical care.

3 Bibliography or list of sources consulted

- A complete bibliography or list of sources consulted should be included at the end of the assignment.
- The sources must be listed alphabetically.
- The relevant tutorial letters referred to should also be listed.
- If a list of sources has been omitted, no marks will be awarded for technical care.

4 Correct referencing techniques

- The student should use the Harvard referencing style as per Tutorial Letter CMNALLE/301.

5 Grammar, typing errors, terminology, spelling, etc

- UK Spelling conventions (“s” not “z”) should be applied.
- All words should be spelt correctly and used in the correct context.
- Correct punctuation should be used.
- An academic writing style should be applied.
- Abbreviations should be avoided.