



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF HUMAN SCIENCES**

**DEPARTMENT OF COMMUNICATION**

<b>QUALIFICATION:</b> BACHELOR OF JOURNALISM AND MEDIA TECHNOLOGY	
<b>QUALIFICATION CODE:</b> 07BJMT	<b>LEVEL:</b> 5
<b>COURSE CODE:</b> MTH521S	<b>COURSE NAME:</b> MEDIA THEORY
<b>SESSION:</b> NOVEMBER 2019	<b>PAPER:</b> THE ONLY PAPER
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>FIRST-OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER:</b>	MS EMILY M. BROWN
<b>MODERATOR:</b>	DR HUGH ELLIS

<b>INSTRUCTIONS</b>
1. READ questions carefully. 2. Answer all questions. 3. Good luck!

THIS QUESTION PAPER IS COMPRISED OF **TWO** PAGES, INCLUDING THE COVER PAGE.

## MEDIA THEORY (MTH521S)

First-Opportunity Examination: November 2019

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### QUESTION 1

[20]

The subject **Media Theory** is one of the foundation courses in the Journalism and Media Technology Degree programme. Discuss **what media theory is** and **why it is important to study Media Theory**.

### QUESTION 2

[20]

The various **elements in the communication process** serve to inform us of the significance of how a message should be structured in order to convey meaning. Therefore, discuss the following elements in the communication process and depict this process diagrammatically:

- 2.1 The Message (7)
- 2.2 Transmission (6)
- 2.3 The Receiver (7)

### QUESTION 3

[20]

In the subject Media Theory, we have to understand what **theory and theorising** are about. In terms of the media and communication, show through discussion what **theory and theorising** entail.

### QUESTION 4

[20]

According to theorists like **Maxwell McCombs and Donald Shaw**, the media can't tell us what to think but they can certainly tell us what to think about. Discuss what **the Agenda-Setting theory** is about.

### QUESTION 5

[20]

Prof Albert Bandura's work focused on **Social Cognitive Theory (SCT)**. Discuss the basic assumptions Bandura made regarding SCT.

TOTAL {100}