namibia university
OF SCIENCE AND TECHNOLOGY

QUALIFICATION : BACHELOR OF JOURNALISM AND MEDIA TECHNOLOGY	
QUALIFICATION CODE: 07BJMT	LEVEL: 5
COURSE: MEDIA THEORY	COURSE CODE: MTH521S
DATE: January 2019	SESSION:
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY AND SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms ELVA A GOMEZ DE SIBANDZE
MODERATOR:	Mr HUGH ELLIS

THIS QUESTION PAPER CONSISTS OF 1 PAGE
(Excluding this front page)

INSTRUCTIONS

1. Answer ALL questions.
2. Write clearly and neatly.
3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination Paper
2. Examination Script
3. Pen

Q1. What is (a) perception and (b) which are the steps involved in Perception?   *(10 Marks)*

Q2. What is (a) Self-Concept, and (b) which are the five perceptions included in this concept?   *(20 Marks)*

Q3. According to Hall, what is (a) "representation"? (5 Marks); and (b) which are the two systems of representation?   *(15 Marks)*

Q4. What does it mean "to prime" a news piece?   *(10 Marks)*

Q5. Describe Hall's three theories on how language is used to represent the world: reflective, intentional and constructionist.   *(15 Marks)*

Q6. What are the main arguments of the Uses and Gratifications Theory?   *(10 Marks)*

Q7. What are the five assumptions of the Uses and Gratification theory?   *(20 Marks)*