Examination Period 3: 2016/17

IRD100917N

Module Title: Communication, Freedom and Democracy
Level: Four
Time Allowed: Two hours

Instructions to students:
- Enter your student number not your name on all answer books.
- Answer three out of eleven questions.

No. of Pages: 2
No. of Questions: 11
Answer three out of eleven questions.

1. 'Social media is the ultimate means of democracy and freedom.' Discuss.

2. To what extent do media encourage us to participate in a public sphere?

3. Do governments control the press, or do the press control governments? (Discuss with reference to the history of newspapers)

4. What do communications models show? Use at least two examples in your answer.

5. In what ways can it be said that we live in a 'Global Village'?

6. How does semiotic theory help us to explain the meaning of media images?

7. Drawing on the work of Stuart Hall, who has more power, the encoder or the decoder?

8. Are we consumers or citizens?

9. To what degree are we shaped in what we talk about and value by media, advertising, friends and family?

10. Using examples from sit-coms and soaps, how does TV reflect images of social class?

11. In what ways, if any, can media operate ideologically?

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End of Paper