Examination Period 3: 2018/19

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 fifteen questions.
• Begin each question in a separate answer book; label each answer book clearly with the number of the question you are answering.
• This is a seen paper. Questions have been distributed to students prior to the examination.
• Neither books nor notes may be taken into the examination.
• The seen paper distributed prior to the examination is not permitted in the examination room. A new copy will be provided.

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Answer three out of fifteen questions.

1. Properly speaking only humans and animals communicate. Discuss.
2. Is claiming to have an identity a fashion statement?
3. To what degree have we communicative freedom?
4. Do we mostly conform to codes whether in matters of our appearance or in what we say?
5. Is there still a need for a 'Reithian' form of Public Service Broadcasting?
6. Contrary to Reith's hopes for a democratic public sphere, is the media largely representing a capitalist elite and its values?
7. How could we use semiotics to make sense of stories and images referring to matters of class or of age?
8. Do we need 'high' culture and intellectual freedom in an age of anti-elitism?
9. 'At one time, government controlled the press but by the 20th century, the press increasingly controlled the government.' Evaluate this statement.
10. Two of McLuhan's key slogans were 'The medium is the message' and that we are 'in a Global Village'. What did he mean?
11. With reference to Bowden and Offer's work, to what extent are we fascinated, perhaps obsessed, with communicative devices?
12. 'Language is not merely a means of representing meanings, but of performing actions and exercising power'. How does discourse analysis help us to make sense of this statement?
13. How are the licence fee and advertising crucial to the economics of television?
14. 'Social media does not enhance democracy, it tends to corrupt it.' Discuss.
15. Has the internet undermined sovereignty?

End of Paper