



**DEPARTMENT OF COMMUNICATION AND MULTIMEDIA JOURNALISM  
SEPTEMBER- DECEMBER 2019 TRIMESTER  
EXAMINATION FOR BACHELORS OF COMMUNICATION AND MULTIMEDIA  
JOURNALISM**

**RJN 326: MEDIA AUDIENCES**

**DATE: TUESDAY, 17<sup>TH</sup> DECEMBER 2019 TIME: 11.30AM-01.30 PM (2 HOURS)**

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**GENERAL INSTRUCTIONS:**

**Students are NOT permitted to write on the examination paper during reading time.**

**This is a closed book examination. Text book/Reference books/notes are not permitted.**

**SPECIAL INSTRUCTIONS:**

**1 Write your REGISTRATION NO. Clearly on the answer booklet(s).**

**2 Answer Question One and ANY other TWO questions.**

**3 Questions in all sections should be answered in answer booklet(s).**

**4 Marks allocated to each question are shown at the end of the question.**

**5 PLEASE start the answer to EACH question on a NEW PAGE.**

**6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.**

**7 Write your answers in paragraph form unless stated otherwise.**

**8 Keep your phone(s) SWITCHED OFF at the front of the examination room.**

**9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.**

**10 You are only allowed to leave the examination room 30minutes to the end of the Examination.**

## SECTION A: COMPULSORY

### QUESTION ONE

- a) List **FIVE** characteristics of mass media audiences. **(5 marks)**
- b) List **FIVE** ways new media audiences are different from mass media audiences. **(5 marks)**
- c) Media audiences are no longer passive couch potatoes but active drivers of media content. Discuss this statement in relation to the media form of your choice. **(10 marks)**
- d) Discuss with reference to research how the concept of 'fandom' and fan activities has contributed to our understanding of media audiences. **(10 marks)**

## SECTION B: ANSWER ANY TWO QUESTIONS

### QUESTION TWO

- a) Critique the audience as a market research tradition. **(10 marks)**
- b) Describe any other **TWO** alternative audience-centred research traditions. **(5 marks)**

### QUESTION THREE

Explain the following types of audiences; **(15 marks)**

- i. The audience as a Group or Public
- ii. Gratification Set as audience
- iii. The audience as defined by content

### QUESTION FOUR

- a) Discuss the three hypothetical positions, as identified by S. Hall, from which decodings of a televisual discourse may be constructed. **(10 marks)**

- b) Highlight the key concepts of uses and gratification theoretical approach as used in the study of media audiences. **(5 marks)**

### **QUESTION FIVE**

- a) Using relevant examples, discuss the notion that the media creates content with gendered audiences in mind. **(10 marks)**
- b) Briefly explain with reference to research ways in which violence in the media has a direct impact on the levels of violence in society. **(5 marks)**