Answer any 3 questions
All questions carry equal marks

1. Globalisation is largely responsible for the market-orientation dominating the media landscape. Critically discuss the impact of globalisation on the role of the media in society as a facilitator of robust public discussions. Punctuate your answer with short examples.

2. “The digital revolution, especially the interactive web and audience generated content in the conventional mass media, results in more people having access to create mass mediated messages.” Evaluate this statement from two perspectives, one in favour of and one opposing non-experts producing mass media content. Provide brief but illustrative local examples of each in support of arguments made.

3. Critically assess the role of the relatively new phenomenon of the ‘fuller female figure’ blog in the public sphere in light of access to the internet in the country.

4. Critically consider whether Rihanna’s music video, Pour It Up, could be seen as entertainment only. Situate your discussion in arguments around the public sphere, and the idea that the personal is political.