INSTRUCTIONS.

1. Students are requested, in their own interests, to write legibly.
2. This question paper consists of TWO pages. Please see that you have them both.
3. This paper consists of 3 QUESTIONS. Ensure that you answer all the questions.
4. EACH QUESTION must be started on a new page.
QUESTION 1: Media and Society (20 marks)

“We are riding the crest of a great communications revolution that is visibly transforming daily life.” (Kovarik 2011, 1)

In the above quote, Kovarik suggests that revolutions in media technology can potentially change our day-to-day lives. In class we have discussed two important revolutions in the development of the mass media, namely the printing press and digital media technology. In a short essay of 1 - 1½ pages, explain WHY it is important to study the development of the mass media. Your essay should consider the relationship between the media, media technology and societies.

QUESTION 2: The Printing Revolution (40 marks)

“By accelerating the exchange of ideas and removing barriers to communication that existed in Medieval society, printing contributed to dialogue as well as confrontation. Like other new communications media, printing released the best, and the worst, in human nature.” (Kovarik 2011, 17)

Kovarik’s quote highlights some of the ways that the printing press impacted society. In an essay of 2 – 3 pages, identify and discuss the social and technological factors that led to the development of the printing press in the 1400s and then comment on the ways in which societies changed due to this new technology.

QUESTION 3: The Digital Media Revolution (40 marks)

“The factors of social media affecting public opinion and international support, rapid dissemination of news, widespread messaging, and the ability of the individual to spread information globally are relatively new phenomena during revolutions.” (Lindsey 2013, 1)

Lindsey’s quote foregrounds the relationship between social media and social and political revolutions. In class we discussed the relationship between social media and social change in societies, looking at the Arab Spring of 2010/2011 as a specific example. In an essay of 2 – 3 pages, discuss the ways in which digital media differs from traditional broadcast media, and comment on why social media proved such an effective tool for the social and political movements of the Arab Spring.