INSTRUCTIONS

1. Students are requested, in their own interests, to write legibly.
2. This question paper consists of 6 pages. Please see that you have them all.
3. This paper consists of 2 SECTIONS: A & B. Section A has multiple choice and short answer questions. Section B has short answer questions and an essay question. Ensure that you answer all the questions.
4. Each SECTION must be answered in a SEPARATE book.

Section A: Ideology and the Media  [40 marks]

MULTIPLE CHOICE (1 mark x 5 questions) (5 marks)

Select the most correct answer for each of the following questions:
Write the question number and the letter (a, b, c, d or e) in your answer book. E.g. 6b

1. Marx’s Theory makes the assumptions that:

   (a) Our ideology is shaped by our socio-economic position
   (b) There is a ‘true consciousness’
   (c) There exists only one ideology
   (d) a and c
   (e) All of the above. (1)

2. Neo-Marxist, Althusser’s notions of how Ideology operates in society include:

   (a) Socializing agents
   (b) Subjectivity and identity creation
   (c) Repressive State Apparatuses
   (d) b and c
   (e) All of the above. (1)
3. Gramsci’s contribution to the theory of ideology includes ideas around:

(a) How the dominated class object to the dominant ideology
(b) Hegemonic consensus
(c) Ruling through a process of cooperation and negotiation
(d) The use of violence
(e) b and c.  

(1)

4. According to critical theorists, the role of the media in society includes:

(a) Offering ideas in line with the dominant ideology
(b) Displacing oppositional social values, beliefs and norms
(c) Offering texts supportive of the status quo
(d) Placing everyone under unifying labels via interpellations
(e) All of the above.  

(1)

5. Michel Foucault’s ideas on discourse, knowledge and power include:

(a) Power is evident in our everyday relationships
(b) Oppressive actions can be productive, initiating new behaviours
(c) A bottom-up model of power
(d) Discourse as a way we perceive our reality
(e) All of the above.  

(1)

Section A: Short Answer Questions  

[35 marks]  

Question 6 (15 Marks)  

Read through Document 1: EFF 2014 Election Manifesto – posted on the EFF’s website before the 2014 Elections – provided on the next page, and then answer the following questions.

(a) Write a brief paragraph in which you define ideology and comment on the idea that ideology is found in texts. Give examples from this Manifesto and other media texts.  

(6)

(b) Is there any evidence of hegemony at work in the EFF manifesto? Give reasons for your response.  

(3)
(c) According to Hall’s *active audience* theory, readers of media texts interpret them in relation to their own ideology. Hence, the audience could adopt one of three readings of a text: a *preferred*, *negotiated* or an *oppositional* reading.

Explain how the audience adopting a *negotiated* reading would respond to this manifesto document and why. (6)

**Document 1: Economic Freedom Fighters 2014 Election Manifesto**

[This is a shortened version of the manifesto as it appears on the party website]

Since our recent formation as an economic emancipation movement, we have been able to win mass support across all spectrums of South African society. It is now upon us to convert this mass support into actual votes in the upcoming elections, in order to win political power.

In order to do this, the EFF needs to present its commitments to the people of South Africa, through its Election Manifesto. The EFF Election Manifesto, unlike others, does not present promises; it offers commitments that will be implemented.

Central to our programme is a struggle for democratic ownership and control of the key means of production by the people. Our programme is socialist. ………we believe that it is only through a socialist transformation programme, that we will end the suffering of our people.

When we make commitments to fight for minimum wages for all, we as EFF will use our organisational and mobilisation capacity to deliver on all our commitments. The Election Manifesto of the EFF is our programme of action for the next 5 years. When in government, the EFF will mobilise the whole society to play a meaningful role in transforming South Africa for the betterment of all. Employment into senior positions of the EFF government will not be based on whether a person is a member of EFF or not, but will be based on their educational and skills capacity to play a meaningful role in our society.

The Manifesto represents the aspirations of the working class and the poor, and provides an alternative vision and is a solution for true transformation in South Africa………

EFF plans to use political power to realise economic justice and such can only happen through maximum implementation of this Manifesto. South Africa, we present to you the Manifesto of the Economic Freedom Fighters for the 2014 General Elections. Now is the time for economic freedom!

Julius Malema, EFF Commander in Chief and President.
Question 7

(20 Marks)

Read through Document 2: WWF Rhino horn advert – taken from the WWF website April 2016 – and provided on the next page, and then answer the following question.

Write a paragraph each on sub-questions (a), (b) and (c) below (so about 1 - 2 pages in total) in which you briefly analyse the advertisement in terms of:

(a) Who is this advertisement aimed at? Explain the term *interpellation* and say how the inscribed reader is ‘interpellated’ and how *interpellation* contributes to the success of the advertisement? (5)

(b) Describe the type of *public sphere* in which this advert is circulating as compared to Habermas’s (1989) public sphere. (5)

(c) Using the statement: “The media construct discourses, images and ways of thinking”, together with Foucault’s ideas, explain how this advert, as an example of a discursive event, reflects the relationship between individuals, institutions and knowledge production. (10)
Document 2: WWF Rhino horn advert

Answer Section B in a new booklet.

SECTION B: CONSTRUCTING TEXT AND IDENTITY [60 marks]

Question Eight (15 marks)

Discuss, in 1½ pages, the relationship between modernism and postmodernism.

Question Nine (15 marks)
In 1 ½ pages, provide a brief summary of the key contributions made by Francois Lyotard, Jean Baudrillard and Frederic Jameson to postmodern theory.

**Question Ten**

Explain the ways in which *District 9* (Blomkamp, 2009), as a postmodern text, offers a critique of contemporary South African society. Your response, 2 – 3 pages in length must make reference to at least 3 of the 6 stills provided below.

[Still 1]

[Still 2]

[Still 3]

[Still 4]