



SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAM

BAC 1202: MEDIA INDUSTRIES AUDIENCES AND SOCIETIES

Date: March 4th 2024

Time: 10:30-12:30

Instructions

Answer ALL questions in Section A and any TWO questions in Section B.

SECTION A (30 MARKS)

This section is compulsory. Answer ALL questions.

QUESTION ONE

- (a) As the general manager of a media organisation, you have been asked to develop a multi-media desk to accommodate different content platforms. With the aid of a diagram, draw a Media Integrated Newsroom structure and explain the functions of two key media personnel.
(10 marks)
- (b) Describe how the media personnel identified in Question 1(a) processed content before the multimedia era. (6 marks)
- (c) Evaluate TWO problems that have emerged from the adaption of the Media Integrated Newsroom model. (6 marks)
- (d) Discuss TWO difficulties managers may face when during the recruitment of personnel for integrated newsrooms. (4 marks)
- (e) Explain TWO ways managers may mitigate against the problems identified in Question 1 (4 marks)

SECTION B (30 MARKS)

QUESTION TWO

Give examples of how THREE regulations in a country you are familiar with have contributed to shaping the output of media organisations. (15 marks)

QUESTION THREE

Refer to the DSTV case study discussed in class to demonstrate the changing relationships between media producers and audiences. (15 marks)

QUESTION FOUR

Draw comparisons about how technology has impacted on THREE functions of the media in industrialised and non-industrialised countries. (15 marks)