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| **Examination question paper:** | **July 2024** |

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| **Module code:**  **Component number:** | **MC6092**  **001** |
| **Module title:** | **Communication Theory** |
| **Module leader:** | **Helen Gabriel** |

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| **Date:** | **July 2024** |
| **Duration:** | **2 Hours** |

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| **Exam type:** | **Seen, Restricted** |
| **Materials supplied:** | **None** |
| **Materials permitted:** | **Media examples (newspaper/magazine clippings) no notes allowed.** |
| **Warning:** | **Candidates are warned that possession of unauthorised materials in an examination is a serious assessment offence.** |

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| **Instructions to candidates:** | **Candidates will be required to answer TWO questions in essay format.** |
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|  | **ONE question in part A & ONE question in part B.** |
|  | **Do not turn page over until instructed** |

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**MC6092 Communication Theory July 2024**

**Please answer TWO questions ONLY in essay format**

**ONE question in part A and**

**ONE question in part B**

**Each question has equal weighing 50 Marks per question.**

**Please answer ONE question in part A**

A1. ‘Semiotic analysis has been criticized as nothing more than an abstract and arid formulisation, preoccupied with classification ‘Chandler 2022 Ch 14. Critically discuss the various perspectives of semiotic analysis and their limitations. Illustrate your answer with current examples**. 50 Marks**

A2. ‘Rapidly shifting demographics demand that public relations professionals be attuned to demographic diversity so they can communicate competently with their audiences’ (Willis 2020 p3). Critically discuss the factors which contribute and effect the way the public relations profession address diversity and inclusion. Illustrate your answer with appropriate examples. **50 Marks**

A3. An important group of actors in today’s media landscape that cannot be ignored, are social networks and they play a leading role in the spreading of news stories. Critically discuss Galtung and Ruge (1965) classification of news values and how relevant are they with the emergence of social media. Support your answer with relevant current media examples. **50 Marks**

**Please answer ONE question in part B**

B1. Herman and Chomsky (1988) Propaganda model focus on the inequality of wealth and power and its multilevel effects on mass-media. Explain and critically discuss Herman and Chomsky (1988) Propaganda model. Is it still relevant today? Support your answer with relevant current media examples**. 50 Marks**

B2. Critically discuss how Khans (2014) revitalization of the Public Sphere addresses Habermas (1974) concept of feudalisation of the public sphere. Support your answer with contemporary examples. **50 Marks**

B3. ‘While some see activism and PR as ideologically distinct, others seek to integrate activism within the PR’ L’Etang 2016. Critically discuss this statement. Illustrate your answer with contemporary examples**. 50 Marks**

**Suggested sources**

A1. Chandler D. ( 2022) Semiotics for beginners Chapter 14 criticism of semiotic analysis , Chater 15 strengths of semiotic analysis .

<http://www.visual-memory.co.uk/daniel/Documents/S4B/>

A2. Willis C (2020) Diversity in Public Relations: The Implications of a Broad Definition for PR Practice Public Relations Journal Vol. 13 Issue Institute for Public Relations Accessed via link

<https://prjournal.instituteforpr.org/wp-content/uploads/Wills_final_formatted_June2020.pdf>

A3. Harcup, T. and O’Neill, D. (2001) What is news? Galtung and Ruge revisited again. Journalism studies, 2(2), pp.261-280

<https://www.tandfonline.com/doi/full/10.1080/1461670X.2016.1150193>

B1. Klaehn J. (2002) A Critical Review and Assessment of Herman and Chomsky’s Propaganda Model European Journal of Communication Vol 17(2): 147–182

Available via library

B2. Khan, M.Z. (2014) Revitalization of the public sphere: A comparison between Habermasian and the new public sphere. Acta Universitatis Danubius. Communicatio, 8(1).

[(PDF) Revitalization of the Public Sphere: A Comparison between Habermasian and the New Public Sphere (researchgate.net)](https://www.researchgate.net/publication/322244159_Revitalization_of_the_Public_Sphere_A_Comparison_between_Habermasian_and_the_New_Public_Sphere)

B3 L’Etang ( 2016 ) Public relations, activism and social movements: Critical perspectives Public Relations Inquiry 2016, Vol. 5(3) 207–211

<https://journals.sagepub.com/doi/pdf/10.1177/2046147X16675665>