



CMS 013: BASIC MEDIA LANGUAGE SKILLS

JUNE 2020 SEMESTER

FINAL EXAMINATION (TIMED)

2 HOURS

INSTRUCTIONS:

Section One is Compulsory. In Section Two, choose THREE.

Section One: (Compulsory) (30 Marks)

1.

- a) Identify any FIVE media terms and briefly explain each of them. (10 Marks)
- b) Mention and briefly explain three broad divisions to which professional media players belong. (6 Marks)
- c) Identify and explain any THREE positive influences of media and any THREE possible Media negative influence on members of the public. (6 Marks)
- d) Give your understanding of the statement: *“The media is the last bastion of truth in a world where corruption and all that is bad reign supreme.”* -- (Observation made on May 3, 2019, to mark the World Press Freedom Day, May 3). (5 Marks)
- e) What do you consider to have been your most motivating factors (or lessons) during any of your Media-based Class sessions this semester? Give reason to support your claim. (3 Marks)

Section Two: (Choose THREE) (30 Marks)

2. Music, as well as Theatre/Drama, is a powerful weapon of influence in today's society. Why do you think this is the case? (10 Marks)
3. Trace the history of writing from the era of feather-based writing up to today's age of Internet-based new information, communication technologies (ICTs). (10 Marks)
4. A good mastery of basic media concepts, including media language skills, is of great importance to a young person aspiring for career in journalism. State three reasons that support the above statement. (10 Marks)

By use of (a) relevant example(s), show how broadcasting stations attempt to influence the wider public today. (10 Marks)