

**EXAMINATION QUESTION PAPER    Reassessment, 2014**

<b>Module code:</b>	<b>MC6001</b>
<b>Module title:</b>	<b>Communication Theory and Concepts</b>
<b>Module leader:</b>	<b>Jeremy Collins</b>

<b>Date:</b>	<b>July/August 2014</b>
<b>Duration:</b>	<b>2 hours</b>

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

**Instructions to candidates:** Candidates will be required to answer TWO questions from three options.

**DO NOT TURN PAGE OVER UNTIL INSTRUCTED**

## MC6001X Communication Theory and Concepts

Seen Exam, 2 hours

Answer TWO questions from the three options listed below.

1. "The essence of successful warfare is secrecy; the essence of successful journalism is publicity" (Carruthers, 2000: 5) Explain this quotation, and illustrate the extent to which this is a structural conflict, using specific examples from situations of 'total war'.
2. How might debates around the censorship of images of warfare be understood in terms of Ericson et al's 'regions and closures' model (Ericson et al., 1989)? Illustrate with reference to at least 3 specific wartime images.
3. To what extent do you agree with Moloney's argument that "PR is weak propaganda" (Moloney, 2006: x)? Give examples to support your argument.

Carruthers SL (2000) *The media at war: communication and conflict in the twentieth century*. Basingstoke: Palgrave.

Ericson RV, Baranek PM and Chan JBL (1989) *Negotiating control: a study of news sources*. Milton Keynes: Open University Press.

Moloney K (2006) *Rethinking public relations: PR propaganda and democracy*. 2nd ed. London: Routledge.