



REFORMED CHURCH UNIVERSITY

**FACULTY OF ARTS, THEOLOGY, CULTURE AND
HERITAGE STUDIES**

**BACHELOR OF MEDIA & DIGITAL STUDIES
TEXTS, AUDIENCES & RECEPTION STUDIES**

HMDS 202

PART 2 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

Date: OCTOBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *five (5)* questions
2. Answer any *three (3)* questions
3. Each question carries *100 marks*
4. Start each question on a new page

1. Discuss the concept of “reader response” and its significance in grasping audience engagement with texts.
(100)
2. ‘Audience are the most significant aspect when considering text writing’ React to this assertion.
(100)
3. ‘Citizens journalists are playing a significant role in news writing’ How justified is this line on thinking? (100)
4. How critical are news sources when covering hard news?
(100)
5. Using clear examples, what is your understanding of ABC in news writing.? (100)

END OF PAPER