

Digital exam MA

Generally, we show here the main points that we expect from each answer. The students should be able to answer every question to pass the exam, and leave no question blank. In order to get a C or better, students should be able to answer all the questions with this minimum content. If answers are precise and contextualised we have given As and Bs. If one or several answers are imprecise or lack vital information, this question is given D or E.

1. What is meant by 'frame/framing' in news production?

Answers should define frames: devices for seeing the world in a particular way, (not the same as bias because frames do not presume a single ideological bias). Certain conventions used in political coverage. For example: The horse race frame, a conflict story. (John Street-book).

2. What is an 'authenticity scandal', according to Enli?

Answers should discuss: Authenticity contract, broken contract between producers and audiences, authenticity illusions, War of the Worlds.

3. What are the key arguments against the media, according to Syvertsen in 'Media Resistance'?

Answers should reflect the six arguments presented in the book as grounds for media resistance: Morality, Culture, Enlightenment, Democracy, Community and Health.

4. What is the role of 'collective identity' in media activism, according to Milan?

Answers should include reflections along these lines: Collective identity creates a sense of togetherness, a "we" in media activism might create a group solidarity. (not in the book, but discussed in class: #Meetoo)

5. Several news reports speculate about Mark Zuckerberg running for president in the USA? Discuss these speculations in the light of the continuity and change in the relationship between media and politics?

Answer should include key concepts: media empire/media mogul, media power, celebrity politics, politics as performance,