

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MASS COMMUNICATION I (IJM 1101)

JULY 2005 SUPPLEMENTARY EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i) Section A is compulsory.
- ii) Answer **three** questions from Section B.
- iii) Poor spelling and grammar will be penalised.

SECTION A: COMPULSORY

Question 1

“Talking is just a small component of communication.” Discuss. [25 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

What are the strengths and weaknesses of the two main schools in the study of communication? In your discussion say what school would be favourable to different purposes and contexts. [25 marks]

Question 3

Show how culture and context affect the meaning audiences make of media texts. [25 marks]

Question 4

Make a critical evaluation of the magic bullet theory and the two step flow theory of communication and media influence showing their relevance to the study of mass communication. [25 marks]

Question 5

In what ways are the concepts of gate keeping and agenda setting useful to our understanding of the operation of mass media. [25 marks]

Question 6

Explain the links between media organisations and power with the reference to the media in Zimbabwe.

[25 marks]