

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MASS COMMUNICATION 1: (IJM 1101)

JULY 2006 SUPPLEMENTARY EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer **any four** questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised.

Question 1

In their attempt to explain the communication process, models end up distorting our understanding of communication.” Discuss. **[25 marks]**

Question 2

“To study communication patterns of a community is to study a people’s culture.” Discuss. **[25 marks]**

Question 3

- a) Define the agenda setting concept. **[5 marks]**
- b) Show the different ways that the media use to set the agenda on different issues citing specific examples. **[20 marks]**

TOTAL: [25 marks]

Question 4

Discuss the concept of mediation and show how it applies to the media’s representation of reality. Use relevant examples in your answer. **[25 marks]**

Question 5

Discuss the view that the debate around powerful media on one hand and powerful audiences on the other has clouded our complete understanding of the role of media in society. **[25 marks]**

Question 6

Outline the major features of Habermas’ concept of the public sphere and show how those features relate to the media in Zimbabwe. **[25 marks]**

END OF PAPER