

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
MEDIA AND SOCIETY I (IJM 1102)  
JANUARY 2004 EXAMINATION  
TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Answer any **four** Questions.
2. Poor spelling and Grammar will be penalised.

1. Define culture and discuss how it relates to the media. **[25 Marks]**
2. Discuss the view of media as the fourth estate in societies. Give concrete examples to support your answer. **[25 Marks]**
3. Describe the social constructivist theory of media technologies. How does this theory contrast with the technological determinism theory of media technologies? **[25 Marks]**
4. Media institutions are not playing the role they should play in the fight against AIDS. Discuss this statement using specific examples. **[25 Marks]**
5. Critically examine the role of the media in identity formation. How can the media in Africa be used to foster an African Identity? **[25 marks]**
6. Describe some of the factors that have to be taken into consideration when formulating media policies in an African context. **[25 marks]**

