

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MEDIA AND SOCIETY I: (IJM 1102)

JULY 2004 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.

1. What is functionalism? How does this theory explain the role of the media in society?
[25 marks]
2. Trace the rise of popular culture in cultural studies. What role does the media play in popular culture?
[25 marks]
3. “The technological determinism theory fails to explain the impact of media technologies in society.” Discuss this statement giving specific examples.
[25 marks]
4. Define public policy and discuss why it is important for African countries to have media policies. Give local examples in your answer.
[25 marks]
5. Choose any social problem in society and evaluate the media’s role in solving that particular problem.
[25 marks]
6. “The media do not play any significant role in Africa and other developing countries as they do in developed countries.” Critically discuss this statement.
[25 marks]

