

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MEDIA AND SOCIETY I: (IJM 1102)

DECEMBER 2004 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i) Section A is Compulsory
- ii) Answer **any three** questions from section B.
- iii) Start each answer on a new page.
- iv) Poor spelling and grammar will be penalised.

SECTION A: COMPULSORY

Question 1

What do you understand by the following theoretical concepts?

- a) Libertarian Theory of the media [10 marks]
- b) Soviet School Theory of the media [10 marks]
- c) Using these two theories critically evaluate the role of the media in Zimbabwe after year 2000. [20 marks]

**TOTAL: [40 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

Using the Marxist media theory explain the role of the media in society. Give examples in your answer.

[20 marks]

Question 3

Taking into account the debate over cultural imperialism, evaluate the implications of Information Communication Technologies (ICTS) as agents of globalisation to African countries.

[20 marks]

**Question 4**

Define public policy and discuss why it is important for African countries to have media policies. Give local examples in your answer. **[20 marks]**

**Question 5**

Critically evaluate the role of the media in HIV/AIDS mitigation efforts. **[20 marks]**

**Question 6**

“The media is not as active a watchdog/fourth estate in Africa and other developing countries as it is in developed countries.” Discuss this statement giving specific examples. **[20 marks]**