

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 2005 SUPPLEMENTARY 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

Critically analyse any two normative theories of the press showing their relevance to Zimbabwean media.

[40 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

What is functionalism? How does this theory explain the role of the media in society?

[20 marks]

Question 3

Discuss the implications of globalisation for African countries with specific reference to media, culture and communication practices.

[20 marks]

Question 4

Choose any social problem in society and evaluate the media's role in solving that particular problem.

[20 marks]

Question 5

“The media does not play as significant a role in Africa and other developing countries as it does in developed countries.” Critically discuss this statement.

[20 marks]

Question 6

“The technological determinism theory unlike the social constructivism theory fails to explain the impact of media technologies in society.” Discuss this statement giving specific examples.

[20 marks]