

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MEDIA AND SOCIETY: (IJM 1102)
DECEMBER 2005 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

Examine the role of the media in the social construction of identities. How can the media in Africa be used to foster an African identity? **[25 marks]**

Question 2

Frederick S. Siebert et al (1963)'s *Four Theories of the Press* constitutes the most well-known attempt to clarify the link between mass media and the political society in modern world (Skjerdal 1993). Give a critical evaluation of the relevance of Siebert's theories. **[25 marks]**

Question 3

"The new communication technologies have enabled more people to get more information and participate in the communication field thereby enhancing democracy". Discuss this assertion using specific examples. **[25 marks]**

Question 4

- a) What is the "Information Society"? **[10 marks]**
- b) What implications do different understandings of this concept have for the practice of journalism? **[15 marks]**

TOTAL: [25 marks]

Question 5

"Media texts acquire meaning only at the moment of reception, that is, when they are read, viewed, listened to, or whatever" (Ang 1990). Discuss this statement showing the shift from *effects* studies to the recognition of the 'active audience'. **[25 marks]**

Question 6

“Media serve as an independent institution keeping watch over self-serving government and excessive influence of special interest groups.” Examine this assumption in relation to the role of the media in Zimbabwe. **[25 marks]**