

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MEDIA AND SOCIETY: (IJM 1102)

JULY 2006 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.

Question 1

Critically analyse any two normative theories of the press showing their relevance to the Zimbabwean media. **[25 marks]**

Question 2

“Reception involves active sense making. People are by no means passive recipients; to make sense is to actively interpret the world and one’s place in it. This takes place within the horizons of everyday life (Dahlgren 1992: 17)”. Discuss this statement with the aid of examples. **[25 marks]**

Question 3

- a) What is globalisation? **[12 marks]**
- b) Discuss the role of the media in the process of globalisation **[13 marks]**

TOTAL: [25 marks]

Question 4

Define the information society concept and discuss its implications for the formulation of media policy in Africa. **[25 marks]**

Question 5

It is argued that the generic character of war reporting is exploited by state and other propagandists in ways that cripple the capacity of media consumers to make useful sense of the world (Boyd-Barrett in Allen & Zelizer 2004). Examine this observation with reference to examples of the media’s coverage of wars. **[25 marks]**

Question 6

The media can play a crucial role in the construction of identities. With reference to examples, discuss how the ‘public’ media in Zimbabwe foster a national identity. **[25 marks]**

END OF PAPER