

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MEDIA I: PRINT AND BROADCAST HISTORY (IJM 1103)
JANUARY 2004 EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. Answer **any four** questions.
2. Use examples to support your answers.
3. Start each question on a new page.
4. Poor grammar and spelling will be penalised.

1. It has been claimed that Rhodesia's media operated in a disabling environment. Discuss this statement using three of Ian Smith's media laws to explain your answer.
[25 marks]
2. Using *The Mashonaland Herald & Zambesian Times* and *The Financial Gazette*, explain what each paper's motivation was at the time of its establishment; its target audience; and what necessitated these papers in their respective times.
[25 marks]
3. In 1917, it was suggested that *The Herald* was "a subsidised organ of the (BSAP) Chartered Company --- and that its policy is influenced by the fact that (it has) certain business dealings with the Government." What irony do you see in this statement in light of the current *Herald* and Zimpapers?
[25 marks]
4. Discuss the role of the Mass Media Trust (MMT), the Ministry of Information (subsequently the Ministry of Posts and Telecommunications) and the Zimbabwe Institute of Mass Communications (Zimco); each independently and describe how they were interconnected.
[25 marks]
5. ZBC is at once a public broadcaster and a state broadcaster. Discuss its successes and failures in both areas. Give examples.
[25 marks]
6. One of the ANZ's policy declarations states: "*The ANZ will strive to be a good corporate citizen. It will, where commercial circumstances allow, support programmes that enhance the life of the communities in which it operates.*" How far do you believe this statement can work in light of the role of a Zimbabwean journalist?
[25 marks]