

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MEDIA 1: PRINT AND BROADCAST IN ZIMBABWE (IJM 1103)

JULY 2005 SUPPLEMENTARY EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i) There are six questions. Answer any **FOUR**. Each answer is worth 25 marks.
- ii) Start each answer on a new page.
- iii) Poor spelling and grammar will be penalised.

ANSWER ANY FOUR QUESTIONS – Do not repeat material used in other questions.

Question 1

Ivor Benson who worked for the Ministry of Information, said in 1965:

“The press must be free – no one denies that – but it must be OUR press, promoting OUR values and OUR interests. Only such a press has any claim to the freedom to govern itself in OUR society.”

Examine his statement in the light of the legislation introduced by the Smith Government during UDI.

[25 marks]

Question 2

In 1988 Bornwell Chakaodza, a leading Zimbabwean journalist, said, *“There exists in Africa an immense contradiction between official declarations and reality.”* In light of the media changes after 1981, what do you believe Chakaodza meant in relation to Zimbabwean media?

[25 marks]

Question 3

What purposes do you believe the press served in Rhodesia prior to 1960? Discuss using examples.

[25 marks]

Question 4

If you had the power to change legislation, which TWO laws would you amend and why? Use one PRE-independence and one POST-independence example.

[25 marks]

Question 5

“While the name of the broadcast media changed from RBC to ZBC (ZBH), there was no change in the way the media carried out its broadcast policy.” Discuss whether you agree with this statement or not giving reasons and examples in support of your argument.

[25 marks]

Question 6

- a) Briefly define the 3D's. [5 marks]
- b) In relation to **6a (above)**, discuss how successful the newly independent state of Zimbabwe was in achieving its aims via the media. [20 marks]

TOTAL: [25 marks]