

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOUR OF SCIENCE IN JOURNALISM AND MEDIA STUDIES
MEDIA AND SOCIETY (IJM 1112)
DECEMBER 2011 EXAMINATION
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Section A is **compulsory**.
2. Answer **any two questions** in Section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

SECTION A

Question 1

Discuss the view that the debate on media theories, which has revolved around powerful media on one hand and powerful audiences on the other, has clouded our complete understanding of the role of media in society. **[40 Marks]**

SECTION B

Question 2

Critically evaluate the magic bullet theory, showing whether it is still useful in helping us understand the media and its role in society. **[30 Marks]**

Question 3

Critically examine the extent to which the media in Zimbabwe can be referred to as a public sphere, as conceptualised by Jurgen Habermas. **[30 Marks]**

Question 4

- a) Discuss what is meant by “global village”. **[10 marks]**
- b) With reference to local and international examples, show how the media has contributed to creating a global village. **[20 marks]**

Total: **[30 Marks]**

Question 5

(i) Define the following terms:

[15 marks]

a. Historical materialism.

b. Capitalism.

c. Exploitation.

d. Socialism.

e. Communism.

(ii) How can Marxist theory be used to analyse the operation of the media today?

[15 marks]

Total:

[30 Marks]