

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)
2012 SUPPLEMENTARY 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

- a) Compare and contrast the Frankfurt school of thought and the Birmingham school of thought. **[20 marks]**
- b) Show how these two schools of thought help us understand the construction and taking of meaning from texts. Use examples from the media to illustrate your answer. **[20 marks]**

Total: **[40 Marks]**

SECTION B

Question 2

With reference to four normative theories, discuss the role of the media in society. **[30 Marks]**

Question 3

Discuss the concept of the media as the fourth estate. Give concrete examples to support your answer. **[30 Marks]**

Question 4

Critically examine the role of the media in identity formation. Discuss the various ways in which the media in Zimbabwe is being used to foster a Zimbabwean identity.

[30 Marks]

Question 5

Discuss the merits and the demerits of the cultural imperialism thesis. Is it still relevant?

[30 Marks]