

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MEDIA II: PRINT AND BROADCAST - SADC (IJM 1205)
JULY 2005 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. Answer **any four**
2. Start each question on a new page.
3. Do not repeat any material.
4. Poor spelling and grammar will be penalised.

Question 1

Give a critical evaluation of the newspaper ownership structure in South Africa clearly showing the extent to which it is reflective of the diversity which characterize South Africa.
[25 marks]

Question 2

Show the extent to which any two countries in the SADC region reflect the 3 tier model of broadcasting.
[25 marks]

Question 3

Critically evaluate the media regulatory environment in any two SADC countries and its implications for media ownership and performance.
[25 marks]

Question 4

What are the arguments for and against the liberalization of the airwaves? In your own view do you think liberalization of the airwaves is the panacea to the information needs of the people in the SADC region.
[25 marks]

Question 5

Make a comparative analysis of the media environment in any two countries you have studied. In your answer choose one country with worst media environment and another with a better media environment.
[25 marks]

Question 6

Citing examples from countries in the SADC other than Zimbabwe show the extent to which the Internet can be used as an alternative source of information.