

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
MEDIA I II: PRINT AND BROADCAST: (IJM 1205)  
JULY 2006 SUPPLEMENTARY EXAMINATION  
TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

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

**Question 1**

Discuss the constitutional framework in which the media in SADC operate. [15 marks]

Using at least three countries discuss how the legal environment impacts on media performance. [10 marks]

**TOTAL: [25 marks]**

**Question 2**

a) Outline the characteristics of community broadcasting. [10 marks]

b) In what ways do community broadcasting complement private and public broadcasting in fulfilling the democratization and developmental needs of citizens in the SADC region? Use examples from SADC. [15 marks]

**TOTAL: [25 marks]**

**Question 3**

“The SABC is the best a model for public broadcasting in Africa.” Discuss this assertion citing examples from SADC. [25 marks]

**Question 4**

a) Outline and analyse the media ownership patterns within SADC. [15 marks]

b) Discuss the factors that have led to these patterns. [10 marks]

**TOTAL: [25 marks]**

**Question 5**

It has been claimed that the media are an extension and expression of the political and economic environment in which they operate. Discuss this statement giving examples from Southern Africa. [25 marks]

**Question 6**

With reference to at least two SADC countries, Discuss the extent to which the public media has fulfilled its public service role? **[25 marks]**