



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE (HONOURS) IN JOURNALISM AND MEDIA STUDIES
MEDIA AND SOCIETY
IJM 1220

Final Examination Paper

May 2017

This examination paper consists of 3 pages.

Time Allowed: 3 hours
Total Marks: 100
Examiner's Name: Mrs Sandra M. Ngwaru

INSTRUCTIONS

1. Answer **any Four** questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

QUESTION 1

a).Describe the following concepts:

i. Gatekeeping. **(5 Marks)**

ii. Agenda setting. **(5 Marks)**

b). Demonstrate how the two concepts conform to the Classical Marxist argument.**(15 Marks)**

TOTAL [25 Marks]

QUESTION 2

a).Identify and explain the criticisms levelled against Siebert et al.'s (1956)four theories of the press. **(10 Marks)**

b).What revisions were brought up by Christians et al. (2009) following these criticisms?
(15 Marks)

TOTAL [25 Marks]

QUESTION 3

a). Outline the assumptions of the public sphere concept as originally postulated by Habermas (1962). **(10 Marks)**

b).With the aid of examples, explore the challenges faced by the media in contemporary society that might deter them from fulfilling the assumptions of the public sphere concept. **(15 Marks)**

TOTAL [25 Marks]

QUESTION 4

a).What are the assumptions of Structuralists in explaining the impact of the media on society?
(10 Marks)

b).How did Culturalistsrevise these assumptions byStructuralistsand how valid are these revisions in explaining the relationship between the media and society? **(15 Marks)**

TOTAL [25 Marks]

QUESTION 5

Elaborate how the three approaches to representation assist in understanding how meaning is produced and exchanged between members of a culture. **[25 Marks]**

QUESTION 6

a). Explain the pluralist concept of managerial revolution. **(15 Marks)**

b). Discuss the criticisms of the concept of managerial revolution. **(10 Marks)**

TOTAL **[25 Marks]**