

# **NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
COMPARATIVE JOURNALISM & GLOBAL INSTITUTIONS (IJM 2101)  
JULY 2004 SUPPLEMENTARY EXAMINATION  
TIME ALLOWED: 3 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

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

1. Does the developing world deserve the image portrayed by the Transnational News Agencies? Make a critical response.  
**[25 marks]**
2. What do you understand by the Habermas concept of a Public Sphere. How relevant is it to Zimbabwe  
**[25 marks]**
3. The new global order is nothing but a United States of America bidding for global hegemony and the global culture is largely a celebration of the United States Culture. Critically analyse this statement with reference transnational advertising.  
**[25 marks]**
4. There are more indigenous media outfits in Africa today than ever before, yet it is argued that the African people have not become better informed than they were before this proliferation. Could this be true?  
**[25 marks]**
5. Outline the rise, fall and renewal of the New World Information and Communication order. In your own assessment what do you think should have been done to adopt the NWICO.  
**[25 marks]**
6. How far does the organisation of global communication promote democratic politics.  
**[25 marks]**

