

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
COMPARATIVE JOURNALISM AND GLOBAL INSTITUTIONS (IJM 2101)
DECEMBER 2004 EXAMINATION
TIME ALLOWED: 3 HOURS

INSTRUCTION TO CANDIDATE

- i) Answer the **compulsory question** in Section A and **three** questions from Section B.
- ii) Start each answer on a new page.
- iii) Poor spelling and grammar will be penalised.

SECTION A: COMPULSORY

Question 1

Briefly define the following terms:

- | | |
|------------------------------|------------|
| a) Globalisation | [10 marks] |
| b) Media Imperialism | [10 marks] |
| c) Cultural Imperialism | [10 marks] |
| d) Global Media Institutions | [10 marks] |

TOTAL: [40 marks]

SECTION B: ANSWER ANY THREE QUESTION

Question 2

Discuss efforts that have been made by the Zimbabwean Government to curb Media Imperialism. How successful have they been? [20 marks]

Question 3

Does the developing world deserve the image portrayed by Transnational News Agencies? Make a critical response. [20 marks]

Question 4

Discuss the key factors that led to the emergence of Global Media? [20 marks]

Question 5

Outline the rise, fall and renewal of the New World Information and Communication Order debate. In your own assessment, what do you think is the way forward? [20 marks]

Question 6

“Neither government nor private media is the answer to Africa’s information poverty.” Discuss. [20 marks]

END OF PAPER