

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 2005 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i) Answer **any four** questions.
- ii) Start each answer on a new page.
- iii) Poor spelling and grammar will be penalised.

Question 1

“The new global order is nothing but the United States of America bidding for global hegemony.” Critically analyse this statement with reference transnational advertising.

[25 marks]

Question 2

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. Discuss the merits of this statement.

[25 marks]

Question 3

To what extent does global communication promote democratic politics?

[25 marks]

Question 4

In your view, does Zimbabwe benefit from the coverage of events by Transnational News Agencies? Use two TNA's operating in Zimbabwe in your answer.

[25 marks]

Question 5

What do you understand by the term agenda-setting? Critically analyse and examine the agenda-setting role of the global media system.

[25 marks]

Question 6

In what ways have the new Information and Communication Technologies affected the production, dissemination and consumption of global media products?

[25 marks]

