

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
GENDER, CLASS, RACE AND MEDIA (IJM 2102)
JANUARY 2004 EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. Answer the **compulsory** question in **Section A** and **three** questions from **Section B**.
2. Start each answer on a new page.
3. You will be penalised for poor spelling and grammar.

SECTION A (COMPULSORY)

1. “ Throughout the media *women* are represented in ways which are consistent with aspects of their stereotyped images, and which are equally unrealistic and unsatisfactory.” (Tuchman et al, 1978) To what extent does this statement apply to the characterisation of women in the films “Flame” and “Sarafina”?

[40 marks]

SECTION B (ANSWER THREE QUESTIONS)

2. “ Advertisers, manufacturers and the local media have colluded, perhaps inadvertently, to denigrate women in keeping with male dictated tradition.” Critically examine this statement with reference to Zimbabwe Television Commercials.

[20 marks]

3. “The media plays an important role in harmonising ethnic, race and class relations.” Discuss. Give examples from Zimbabwean and other regional media in your answer.

[20 marks]

4. Read the story in *Annexe A* and answer the questions below:

a) Critique the headline and suggest an alternative headline for the story.

[5marks]

b) What stereotypes of women politicians are evident in this story?

[10 marks]

c) How are the stereotypes emphasised by language?

[5 marks]

5. Discuss the portrayal of various races in Africa by the international media. Give examples in your answer.

[20 marks]

Annexe A: Story abstracted from 'Whose News? Whose Views?, Southern Africa: Gender in media Handbook', story originally from *The Botswana Guardian* (6 March, 1999)

