

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

GENDER, CLASS, RACE AND THE MEDIA: (IJM 2102)

DECEMBER 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
4. Don not use material used in other questions

**SECTION A: COMPULSORY**

**Question 1**

With reference to examples from the Zimbabwean print media, discuss the challenges that face the media in their coverage of gender, class and race.

[40 marks]

**SECTION B: ANSWER THREE QUESTIONS**

**Question 2**

“The status of women was founded in the civilisations of Greece and Rome where the men had public responsibilities and status while women’s role was to bear children and manage households.” (Rodda, 1991). Critically examine the extent to which the broadcast media has perpetuated the gender relations depicted in this statement.

[20 marks]

**Question 3**

“The media is an engine for social change. It can promote or destroy good race relations.” Discuss this statement citing to examples from the Zimbabwean media.

[20 marks]

**Question 4**

Refer to Annexure A on page 3 and answer the following questions:

- a) What gender stereotypes are portrayed by the two covers? [10 marks]
- b) Discuss how images of this nature formulate, maintain and modify the identities of men and women in the society. [10 marks]

**TOTAL: [20 marks]**

**Question 5**

Discuss the portrayal of various 'races' in Africa by the international media.

**[20 marks]**

**Question 6**

Read the article below and answer the questions that follow:

**Abstracted from 'The Times' (Zambia)**

- a) What key gender issues does this opinion piece raise? **[10 marks]**
- b) How can gender activists and media practitioners use the space and status of opinion pieces more effectively as a lobbying tool? **[10 marks]**

**TOTAL: [20 marks]**

**ANNEXURE A (FOR QUESTION 4)**

**A**

**B**

**Abstracted from 'Style, Times of Swaziland' December 17, 2001 and 'Style, Times of Swaziland  
January 7, 2001**