

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)

JULY 2006 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.

Question 1

“Identity is always a structured representation which only achieves its positive through the narrow eye of the negative. It has to go through the eye of the needle of the other before it can construct itself.” (Hall, S). To what extent does the above statement help us to understand how racial and gender identities are constructed? [25 marks]

Question 2

Discuss the factors that influence how the media propagate racism whether overtly or otherwise despite worldwide condemnation of racism as a parochial way of dealing with differences. [25 marks]

Question 3

“Remonstrating the media to challenge racial stereotypes when problems of racism are structurally ingrained in society is misdirecting one’s efforts.” Discuss. [25 marks]

Question 4

Critically evaluate the constraints and challenges that make it difficult for the media to challenge gender stereotypes in order to come up with new images that are consistent with the inroads that women have made in politics, business and other areas of social life. [25 marks]

Question 5

“Advertising is one arm of the media that exploit women’s sexuality to sell products.” Discuss the relevance of this statement in relation to the two advertisements in Annexure A and B. What role can the media play to combat negative gender stereotypes? [25 marks]

Question 6

Discuss using specific examples how the media in Zimbabwe treat and report issues related to class and the possible reasons to explain that representation. [25 marks]

END OF PAPER