

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
COMPARATIVE GLOBAL MEDIA INSTITUTIONS (IJM 2111)
JULY 2010 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.
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Question 1

With the aid of examples, identify and explain the five features of global media institutions. **[25 marks]**

Question 2

The flow of global news is skewed and could best be described using the centre-periphery model.

With reference to this statement, identify and discuss the key factors that affect the flow of global news. **[25 marks]**

Question 3

Is there an African way of practicing journalism? Discuss. **[25 marks]**

Question 4

Africa does not deserve the negative publicity that it receives from the global media and should use all means to resist.

Discuss strategies that Zimbabwe has formulated and implemented to counter negative publicity from global media? **[25 marks]**

Question 5

The business of a journalist now is to destroy the truth, to lie outright, to pervert, to vilify, fall at the feet of Mammon and sell himself for his daily bread. We are tools, vessels of rich men behind the scenes, we are jumping jacks. They pull the strings; we dance. Our talents, our possibilities and our lives are the properties of these men. We are intellectual prostitutes.

In light of this statement, discuss the view that independent media is a myth and will remain just that. **[25 marks]**

Question 6

With the aid of examples, explain how media imperialism manifests itself in African countries. **[25 marks]**