

# NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION & INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM & MEDIA STUDIES

BSc Honours degree in Journalism and Media Studies

**IJM 2111: Comparative Journalism and Global Media Institutions**

2011 SPECIAL SUPPLEMENTARY EXAMINATION

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**

Discuss the implications of global media ownership to media content and news flow and distribution. **[25 marks]**

### **Question 2**

Outline the opportunities and threats pose by the internet to local media. **[25 marks]**

### **Question 3**

With the aid of examples, explain what you understand by the following terms:

- i. Vertical media concentration (5 marks)
- ii. Horizontal media concentration (5 marks)
- iii. Media imperialism (5 marks)
- iv. Cultural imperialism (5 marks)
- v. Information society (5 marks)

**[25 marks]**

### **Question 4**

Critically evaluate the assertion that globalization is a necessary evil? **[25 marks]**

### **Question 5**

Identify and discuss the images of African in the Western media. **[25 marks]**

### **Question 6**

The New World Information and Order debate did not succeed but marked a turning point in the global media terrain. Outline the key issues raised by the NWICO.

**[25 marks]**