

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION & INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM & MEDIA STUDIES
BACHELOR OF SCIENCE IN JOURNALISM AND MEDIA STUDIES
COMPARATIVE GLOBAL MEDIA INSTITUTIONS (IJM 2111)
DECEMBER 2011 EXAMINATIONS
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

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

- | | |
|--------------------------|-------------------|
| a) Global journalism. | [10 marks] |
| b) Media concentration. | [10 marks] |
| c) Cultural imperialism. | [5 marks] |

Total: **[25 Marks]**

Question 2

- | | |
|-----------------------------------------------------------------------------------|-------------------|
| a) Explain the importance of studying media institutions. | [10 marks] |
| b) Outline and explain the six forms of media power identified by McQuail (2000). | [15 marks] |

Total: **[25 Marks]**

Question 3

With the aid of specific examples, outline and explain the images of Africa presented in the global media. **[25 Marks]**

Question 4

“In the 1980s, when you stood in the streets of Harare you would see people carrying bananas looking happy and healthy. Today, if you stand in the same streets you see people carrying the latest cellphones, laptops and iPods. They are looking starved and distressed” (The Sunday Mail, 9 January 2000).

Discuss the assertion that global media are a necessary evil for Zimbabwe.

[25

Marks]

Question 5

Explore the opportunities and threats posed by the internet to local media. Use examples to illustrate your answer. **[25 Marks]**

Question 6

Critically evaluate the implications of global media ownership structures on media content and news flow. **[25 Marks]**