

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION & INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE IN JOURNALISM AND MEDIA STUDIES
COMPARATIVE GLOBAL MEDIA INSTITUTIONS (IJM 2111)
2012 SUPPLEMENTARY 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.
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Question 1

Explore the implications of global media ownership structures for media content and flow and distribution of media products. Use examples to illustrate your answer. **[25 Marks]**

Question 2

Critically evaluate the assertion that globalisation is a necessary evil for Africa. **[25 Marks]**

Question 3

- a) Define the terms cultural imperialism and media imperialism in the context of globalisation of the media. **[6 marks]**
- b) What efforts have been made by the Zimbabwean government to curb media imperialism and how successful have these efforts been? **[19 marks]**

Total: **[25 Marks]**

Question 4

Critically evaluate the role of the Pan Africa News Agency and explore the challenges it faces in fulfilling its expectations. **[25 Marks]**

Question 5

Discuss the global village concept in the context of globalisation of the media and show how it excludes an African village. **[25 Marks]**

Question 6

Outline the debates surrounding the New World Information and Communication Order and evaluate the factors that led to its collapse. **[25 Marks]**