

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
GENDER, RACE, CLASS AND THE MEDIA (IJM 2112)
FEBRUARY 2010 EXAMINATION
TIME ALLOWED: 3HRS

INSTRUCTIONS TO CANDIDATES

- i) Section A is **compulsory**.
 - ii) Answer any **three** questions in Section B.
 - iii) Poor spelling and grammar will be penalised.
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SECTION A

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? **[40 Marks]**

SECTION B

Question 2

With reference to the Zimbabwean print media, discuss the statement that male domination in society is reflected in language. **[20 Marks]**

Question 3

Advertising is one arm of the media that exploits women’s sexuality to sell products. Critically evaluate the use of women images in advertising using both local and global examples. **[20 Marks]**

Question 4

With reference to the role played by the media in the 1994 Rwandan genocide, critically evaluate the statement that the media are engines for social change that can promote or destroy good race or ethnic relations. **[20 Marks]**

Question 5

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. **[20 Marks]**