

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE IN JOURNALISM AND MEDIA STUDIES
GENDER, RACE, CLASS AND THE MEDIA (IJM 2112)
2012 SUPPLEMENTARY EXAM
TIME ALLOWED: THREE HOURS**

INSTRUCTIONS OF CANDIDATES

1. Section A is **compulsory**.
2. Answer any **three** questions in Section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

SECTION A

Question 1

The media deliberately portrays the interests of the elite or the upper class in society. They rarely present the interests or perspectives of working – class women and men.

Using Zimbabwean and global examples, show the relevance of the symbolic annihilation concept in the shaping of class identities in nations. **[40 Marks]**

SECTION B

Question 2

Women and men are socialised for the roles their culture has prescribed for them.

To what extent is this statement true in explaining the current representation of men and women in the media? Use local and global illustrations. **[20 Marks]**

Question 3

With reference to the 1994 genocide in Rwanda, discuss the role played by the media in the destruction of ethnic, race, and class harmony. **[20 Marks]**

Question 4

Critically evaluate the constraints and challenges that make it difficult for the media to challenge gender stereotypes and come up with new images that are consistent with the inroads that women have made in politics, business, sports and other areas of social life. **[20 Marks]**

Question 5

Define Hetch et al. (1993)'s communication theory of identity and describe how it functions. **[20 Marks]**