

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
SPECIALISATION ELECTIVE: (IJM 2205)
MAY 2004 EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

- (i) Section A is **compulsory**.
- (ii) Answer **three** questions in Section B.
- (iii) Start each answer on a new page.
- (iv) You will be penalised for poor spelling and grammar.

SECTION A: ANSWER THIS QUESTION

Question 1

What do you consider to be the worst health problem in Zimbabwe at present and why? What role can the media play in reducing this health problem? Give examples in your answer.

[25 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

You have been appointed as an editor for a local daily newspaper and you are keen to improve the newspaper's coverage of health issues. Describe in detail what you can do to ensure that the newspaper achieves this objective.

[25 marks]

Question 3

An overseas medical journal has just published a research paper on a new drug, which can treat bladder infections. This drug is likely to become available in a few weeks.

- a) Which issues will you address in your coverage and why? **[15 marks]**
- b) Who are you going to contact and why? **[10 marks]**

TOTAL: [25 marks]

Question 4

A medical conference with the theme ‘Which Drug is Best’ is scheduled to take place in your town in two days’ time. There are five sessions on tuberculosis, meningitis, diabetes, arthritis and gastric ulcer.

- a) Select from the list below which session or sessions you will consider to be of interest to your readers and give reasons for your answer.

[15 marks]

- b) How you cover these sessions?

[10 marks]

TOTAL: [20 marks]

Question 5

“Television is a powerful medium and, unfortunately in Zimbabwe, we are not adequately using it to address critical health issues”. Critically discuss this statement using examples.

[25 marks]

Question 6

Critically evaluate the role of the Zimbabwean media in the Roll-Back malaria programme.

[25 marks]