

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
SPECIALISATION ELECTIVE: (IJM 2205)
JULY 2006 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

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

SECTION A: COMPULSORY

Question 1

From a cursory analysis of media content in Zimbabwe, one will not be far from the truth to conclude that health Journalism is not healthy. It lacks both depth and breadth. Discuss this statement giving local media examples.

[40 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

Assume that you are a reporter with a daily newspaper. You have been informed that doctors and nurses in Zimbabwe are leaving the medical field en masse. Your government source also informs you that the number of doctors has gone down from 5 000 to 2 500 nationwide. Using the provided information, how would you do the following:-

- a) Investigate the crisis taking into account that there is stereotyped government bureaucracy. [15 marks]
- b) Generate public interest in a story that you have to write for your newspaper. [5 marks]

TOTAL: [20 marks]

Question 3

Discuss the view that sensationalism in unethical is Health Communication. [20 marks]

Question 4

A Bulawayo company has been reported to the City Council's Department of Environmental Services for allegedly polluting the environment. The company, one of the top advertisers of your newspaper, challenges the council to prove that it is responsible for dumping toxic waste along the Matsheumhlophe River. There is no law regulating the dumping of waste in the city and surrounding areas.

- a) Explain how you would handle the issue taking into consideration that your company is likely to lose valuable advertising revenue. **[15marks]**
- b) How would you influence your editor to publish the story? **[5 marks]**
- TOTAL: [20 marks]**

Question 5

Discuss the role played by cheque book journalism in Health Communication. **[20 marks]**

Question 6

- a) How does HIV cause AIDS? Explain in less than one paragraph in language ordinary readers can understand. **[10 marks]**
- b) What is the relationship between tuberculosis and HIV infection. Again, explain in language ordinary readers can understand. **[20 marks]**