

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MASS COMMUNICATION II: CRITICAL THEORY (IJM 4102)
DECEMBER 2004 EXAMINATION
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer the **compulsory question** in **Section A** and three questions from **Section B**.
2. Start each answer on a new page.
3. You will be penalised for poor spelling and grammar

SECTION A: COMPULSORY

Question 1

- a) What is Critical Theory? **[10 marks]**
- b) Giving specific examples, describe how Critical Theory differs from other perspectives in its explanation of the role of the media in society. **[15 marks]**
- TOTAL: [25 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

Describe the major issues raised by Frankfurt School theorists with regard to the functioning of media institutions. Give relevant examples from Zimbabwe. **[25 marks]**

Question 3

“Althusser's reformulation of the theory of ideology indicated an important shift in Marxist thinking.” Critically discuss this assertion. **[25 marks]**

Question 4

Discuss the contributions of Political Economy to an understanding of the operations of media institutions in society. **[25 marks]**

Question 5

- a) Critique Antonio Gramsci's theory of hegemony. **[15 marks]**
- b) How does this theory help us understand the role of the media in Zimbabwe? **[10 marks]**
- TOTAL: [25 marks]**

Question 6

The “cultural turn” in Marxism as espoused by Stuart Hall has made a significant contribution to media studies. Discuss. **[25 marks]**