

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MASS COMMUNICATION: CRITICAL THEORY (IJM 4102)

JULY 2005 SUPPLEMENTARY EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i) Answer **any four** questions.
- ii) Start each question on a new page.
- iii) Poor spelling and grammar will be penalized.

Question 1

Discuss the relevance of the Frankfurt School perspective to debates on the functioning of the media in Zimbabwe. **[25 marks]**

Question 2

"In every country in which Mr Rupert Murdoch operates he is a power broker, speaking power, not truth, unto power through his diverse media outlets." Using the Political Economy perspective, critically discuss this statement. **[25 marks]**

Question 3

- a) Explain the importance of the concept of Ideological State Apparatuses to Louis Althusser's Neo-Marxist views. **[15 marks]**
- b) Describe the major differences between Althusser's theories and classical Marxism and the Frankfurt School. **[10 marks]**

TOTAL: [25 marks]

Question 4

- a) Critically examine Herbert Marcuse's concept of One Dimensional Man. **[15 marks]**
- b) How is this concept located within the main Frankfurt school position? **[10 marks]**

TOTAL: [25 marks]

Question 5

Outline Antonio Gramsci's Theory of Hegemony and describe the implications of this theory to an understanding of the role of the media in society. **[25 marks]**

Question 6

a) Describe the major arguments presented by Cultural Studies scholars. **[15 marks]**

b) Explain why these arguments have been located within the critical theory framework. **[10 marks]**

TOTAL: [25 marks]