

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 2005 EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

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

Question 1

“The introduction of Critical Theory in the 1940s, as a competing social and political theory of society constituted a significant development... it rekindled a Marxist debate and promoted radical criticism. It provided a solid opportunity to examine the form and substance of an ideological critique of society.” (Hardt, 1992:149) On the basis of this statement, show the major contributions of these critical theorists to media and communications. **[25 marks]**

Question 2

“Frankfurt School theorists were regarded by orthodox Marxists as ‘revisionists’” To what extent do you agree with this label? **[25 marks]**

Question 3

- a) Discuss the major contributions of political economists to Media and Communications. **[15 marks]**
 - b) To what extent are their ideas relevant in present day Zimbabwe? **[10 marks]**
- TOTAL: [25 marks]**

Question 4

Critically discuss Antonio Gramsci’s contributions to our understanding of the role of the media in society. Use examples from Zimbabwe and other countries. **[25 marks]**

Question 5

Outline the major contributions of Cultural Studies to Critical Theory. Give Media Studies examples in your answer. **[25 marks]**

Question 6

‘The mass media today are pre-occupied with unreal, unauthentic, manufactured happenings or synthetic novelties. In other words, we are in a post-modern era where mass communication is viewed as one way exchange of empty signifiers and meaningless messages.’ Discuss this statement using specific examples.

[25 marks]