

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 2006 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 to debates on the role 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 Louis Althusser's contributions to our understanding of the role of the media in societies. **[15 marks]**
 - b) Describe the major differences between Althusser's theory and classical Marxism. **[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]