

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MEDIA AND SOCIETY - POLITICS (IJM 4103)

DECEMBER 2004 EXAMINATION

TIME ALLOWED: 3 HOURS

**INSTRUCTIONS TO CANDIDATES**

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

**Question 1**

In your opinion, how satisfactory is the role played by the private media in sustaining democracy in Zimbabwe? Give examples in your answer. **[25 marks]**

**Question 2**

- a) Outline the major tenets of the Agenda Setting Theory. **[10 marks]**
- b) Discuss the media representation of the current economic situation in Zimbabwe. Provide examples to support your argument. **[15 marks]**

**TOTAL: [25 marks]**

**Question 3**

“The media in Zimbabwe does not uphold media ethics during elections and this has often led to serious electoral disputes.” Discuss this statement with reference to specific examples.

**[25 marks]**

**Question 4**

Describe major legal reforms that would be required in Zimbabwe to ensure that the media play a positive role in sustaining democracy. **[25 marks]**

**Question 5**

- a) Describe the major characteristics of propaganda. **[10 marks]**
- b) How pervasive is propaganda in Zimbabwe’s media? Give examples in your answer. **[15 marks]**

**TOTAL: [25 marks]**

**Question 6**

Using examples from the Southern African Development Community region, describe how the New Media has transformed the practice of politics.

**[25 marks]**