

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MEDIA AND SOCIETY II: POLITICS (IJM 4103)

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 penalised.

Question 1

Discuss how ownership patterns of the media in Zimbabwe influence the media's coverage of politics. [25 marks]

Question 2

Jurgen Habermas' Theory of the Public Sphere raises more questions than answers when applied to studies of the media. Discuss. [25 marks]

Question 3

Discuss the following concepts in political communication:

- a) Political advertising [8 marks]
- b) Political marketing [7 marks]
- c) Political opinion polls [5 marks]
- d) Media propaganda [5 marks]

TOTAL: [25 marks]

Question 4

Critically evaluate the standard of political reporting in Zimbabwe. Give specific examples in your answer. [25 marks]

Question 5

To what extent have ICTs transformed the practice of politics in Zimbabwe? Cite relevant examples in your answer. [25 marks]

Question 6

Studies on the relationship between media and politics have often overstated the power of the media in determining political outcomes. Discuss. Cite relevant examples in your answer.

[25 marks]