

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**

**MEDIA AND SOCIETY II: POLITICS: (JM 4103)**

**DECEMBER 2005 EXAMINATION**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Answer **any four** questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised.

**Question 1**

“To be in the media is to exist as a politician. Politicians run on publicity like horses run on oats”. Discuss this statement, showing the interconnectedness of politics and the media in Africa. Give examples in your answer. **[25 marks]**

**Question 2**

- a) Discuss the two major paradigms which explain the relationship between politicians and the journalists. **[20 marks]**
- b) Which paradigm is more applicable to the Zimbabwean context? **[ 5 marks]**

**TOTAL: [25 marks]**

**Question 3**

“Although canons of news reporting have remained unchanged for many decades, the news product has deteriorated when judged as a resource for public opinion formation. Information needs of citizens have skyrocketed in the age of the global society.... That is why the path of Democracy and news have been diverging”. (Graber 1995:25). With aid of specific examples, suggest measures that should be taken to ensure that the media play a positive role in democracy. **[25 marks]**

**Question 4**

Discuss the view that the reintroduction of Party Election Broadcasts (PEB) and political advertisements during the 2005 parliamentary elections was a major milestone in the promotion of democracy in Zimbabwe. **[25 marks]**

**Question 5**

Critically discuss the extent to which the Internet is promoting democracy in Zimbabwe. **[25 marks]**

**Question 6**

“Media ownership and control patterns in Zimbabwe have contributed immensely to the failure by the media to serve the public interest”. Do you agree with this statement?

**25 marks]**