

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 2006 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. Answer **any four** questions.
2. Start each question on a new page.
3. 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

“In Zimbabwe, Politicians can rely on others means of communication and still win lections.” Identify some of these means of communication and discuss their value to the political system in Zimbabwe. [25 marks]

Question 3

Discuss the following concepts in political communication:

- a) Political advertising [10 marks]
- b) Political marketing [15 marks]

TOTAL: [25 marks]

Question 4

Critically evaluate the standard of political reporting in Zimbabwe. Cite 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. [25 marks]

END OF PAPER