

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**

**MEDIA IN AFRICA (IJM 4111)**

**JULY 2010 SUPPLEMENTARY EXAM  
TIME ALLOWED: THREE HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Section A is **compulsory**.
2. Answer **any three** questions in Section B.
3. Poor spelling and grammar will be penalised.
4. Do not repeat material.

**SECTION A**

**Question 1**

Contrary to its public service intentions, public service television programming on ZTV1 is so much prejudiced by manipulative financial and political interests that it cannot provide a credible public sphere for Zimbabwean citizens.

Do you agree? Refer to specific programmes and patterns to illustrate your answer.

**[25 Marks]**

**SECTION B**

**Question 2**

With reference to THREE African countries, discuss the legal, political and economic factors that inhibit media freedom.

**[25 marks]**

**Question 3**

Critically analyse the problems faced by the independent media in Africa. Refer to the situation in at least TWO African countries.

**[25 marks]**

**Question 4**

Community radio is the future promise or lost opportunity for Africa. Discuss with reference to TWO African countries of your choice.

**[25 marks]**

**Question 5**

Explain the notion of cultural imperialism in relation to film studies. Give examples.

**[25 marks]**

**Question 6**

Give a critical evaluation of the state of media training in Africa. To what extent is this training in consonance with Africa's needs? **[25 marks]**