

# **NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
ADVERTISING AND CORPORATE JOURNALISM: (IJM 4202)  
MAY 2006 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**

“Advertising is much less powerful than advertisers and critics of advertising claim, and advertising agencies are stabbing in the dark much more than they are practicing precision microsurgery on the public consciousness.” (Schudson, 1986). Discuss the validity of the above statement citing relevant examples. **[25 marks]**

### **Question 2**

Critically evaluate the view that advertising’s development has largely followed the history of the media industry since the coming in of a new medium has had corresponding changes in advertising. **[25 marks]**

### **Question 3**

Discuss the view that the success of advertising largely depends on the ability of advertising to socialise audiences into accepting the dominant consumer culture and the reproduction of the capitalist society. **[25 marks]**

### **Question 4**

Imagine you are the creative director of an advertising agency. You have been asked by a company, which manufactures household electrical goods such as radios and televisions to design an advertising campaign for these goods. Show how you would design the advertisements for these goods. What are the socio-psychological factors that you will incorporate into the advertisements? Give reasons to justify your selection. **[25 marks]**

**Question 5**

“A long-term problem of local commercial media – notably daily newspapers and television stations is their consistent reluctance to provide critical investigations of the most important and powerful local commercial interests.” McChesney, 1999). Show the extent to which the above statement aptly captures the relationship between the media and the corporate sector. Give examples in your answer. **[25 marks]**

**Question 6**

“Most media organisations are extensions of corporate entities in terms of news coverage.” Discuss the validity of the above statement showing the new relationships that exist between private business organizations and the media in Zimbabwe. **[25 marks]**