

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

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

“The media have become extensions of the corporate entities through not only the advertising revenue they receive but also through sharing the same end of making more profits by propagating consumerism.” Discuss the validity of the above statement citing relevant examples. **[25 marks]**

Question 2

“Advertising has continued to adapt to the numerous technological and professional developments taking place in the media.” Evaluate the validity of this statement giving relevant examples. **[25 marks]**

Question 3

Choose any product of your choice that would need to be advertised on television. Design an advertisement for the above media clearly showing how the campaign will be implemented. In your answer consider the key factors that will guide the planning of your advertisement(s). **[25 marks]**

Question 4

“Industrialism for survival on its own terms, had to make a dependent institution which would ensure an obedient consumer society. This institution is the advertising industry. (Fred Inglis, 1972). To what extent does the above statement capture how advertising has an ideological function in society? **[25 marks]**

Question 5

Evaluate the supposed benefits and disadvantages that emanate from advertising showing whether continued investment in the advertising industry is justified at all. **[25 marks]**

Question 6

Discuss the extent to which corporate influence on the media has compromised the key tenets of journalism. **[25 marks]**