

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

POLITICS AND THE MEDIA (IJM 4214)

JULY 2012 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

- a) According to normative theorists, in order for a news story to be objective, there must be impartiality in news writing. Identify five ways in which this can be achieved. **[8 Marks]**
- b) Identify five reasons why the concept of objectivity is contentious. **[7 Marks]**
- c) Define political bias and explain the factors that result in this type of bias. **[10 Marks]**

TOTAL:

[25 MARKS]

Question 2

Critically evaluate the view that before the Internet can make it easier for the news media to fulfill normative expectations, there must be near universal access to technology.

[25 Marks]

Question 3

Outline one of the powerful effects theories discussed in this course and show why it has been criticised by scholars.

[25 Marks]

Question 4

To what extent has the internet made possible war reporting that meets normative expectations? **[25 marks]**

Question 5

Analyse the advert in Annexure A and answer these questions:

- a) What kind of political advert is shown in the annexure? **[5 Marks]**
- b) Describe the composition of the advert. **[5 Marks]**
- c) What do you think is the aim of the advert? **[5 Marks]**
- d) What techniques are used to achieve these aims? **[10 Marks]**

TOTAL: [25 MARKS]

Question 6

- a) What role should the media play in election coverage? **[5 Marks]**
 - b) What obstacles often stand in the way of the media playing this role? **[10 Marks]**
 - c) What are the implications of the news media failing to play this role? **[10 Marks]**
- Try to use examples from Zimbabwean elections to illustrate your discussions.

TOTAL: [25 MARKS]

ANNEXURE A

Note that the original of this advert was in black and white.

1985



= \$100

2002



= \$100

**VOTE FOR CHANGE
VOTE MDC**

	MORGAN TSVANGIRAI	 MDC	
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Together we will complete the change

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