



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE (HONS) IN JOURNALISM AND MEDIA STUDIES
POLITICS AND THE MEDIA
IJM 4214

Final Examination Paper

May 2017

This examination paper consists of 3 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Mr Mthokozisi Ndhlovu

INSTRUCTIONS

1. Section **A** is compulsory.
2. Answer any **two** questions from Section **B**.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	30
3.	30
4.	30
5.	30

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SECTION A

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QUESTION 1

- (a) Discuss the criticism of the realists' theorisation of the influence of media in policy making. **(20 Marks)**
- (b) With the aid of examples, explain the power struggle and Pluralist approaches to defining politics. **(10 Marks)**
- (c) Which countries do the following right wing political leaders come from?
- i. Marine Le Pen **(1 mark)**
 - ii. Geert Wilders **(1 mark)**
 - iii. Giuseppe Peiro Grillo **(1 mark)**
 - iv. Jimmie Akesson **(1 mark)**
- (d) Identify any four policies supported by various far right political parties in Europe. **(4 Marks)**
- (e) When was Morocco readmitted to the African Union (AU) and why did it leave the union in the first place? **(2 Marks)**
- Total [40 Marks]**

SECTION B

QUESTION 2

“Power has made reality its bitch” (Danner, 2007 cited in Wolfsfeld, 2011:9).

With reference to the above statement, discuss how political power determines ways through which political actors enter the media. Use examples to support your answer.

[30 Marks]

QUESTION 3

Discuss Sabato's(1991) six-genre typology of journalist-politician relationships. Use illustrations to support your answer. **[30 Marks]**

QUESTION 4

- (a) Highlight the differences between propaganda and political public relations. **(5 Marks)**
- (b) Define pseudo-events, showing any three characteristics of such pseudo political events.
(5Marks)
- (c) With the aid of Zimbabwean examples, discuss any four types of media management techniques used by local politicians. **(20 Marks)**
- TOTAL [30 Marks]**

QUESTION 5

- (a) Using examples, distinguish between right wing and left wing political parties.**(4 Marks)**
- (b) Use two specific European cases to show how populism is gathering momentum in that continent. **(6 marks)**
- (c) With the aid of examples, discuss the four stages of the life cycles of populist political parties. **(20 Marks)**
- TOTAL [30 Marks]**