

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

IJM 5101 MEDIA AND SOCIETY: THEORIES AND PERSPECTIVES

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER **BOTH** QUESTIONS IN SECTION A AND ANY **TWO** IN SECTION B.
2. START EACH ANSWER ON A FRESH PAGE.
3. POOR SPELLING AND GRAMMAR WILL BE PENALISED.

SECTION A COMPULSORY

1. Can we talk of the concept of the public sphere or are there many public spheres? What are the limitations of the public sphere as a theoretical position?
[25 marks]
2. Critically discuss the diverse theoretical conceptions that have been produced in trying to explain the relationship between the Media and the Audience.
[25 marks]

SECTION B

3. Define postmodernism as a theory of society, and clearly outline its central proponents and their pre-occupations. In your answer show how this concept of 'deconstruction' as opposed to continuation helps us in our quest to understand media in society.
[25 marks]
4. Discuss the main characteristics of 'culture'. Is it possible to talk of a Zimbabwean/African Culture in a global village?
[25 marks]
5. Citing relevant examples of how media cover issues show how the media mediate reality.
[25 marks]
6. "The kinds of media we have is reflective of their social and political contexts micro and macro occurring within this space and what we understand by journalism is historically contingent" (Sparks) Discuss.
[25 marks]