

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. "The creation of meaning in audiences' interaction with media texts' is an active process". Discuss how the above statement captures the relationship between the media and its audiences. [25 marks]
2. Discuss the impact of NICT's on the practice of journalism in Zimbabwe. [25 marks]

SECTION B

3. Is it possible to talk of an African Journalism and if so discuss how we can evaluate an African Journalist?. [25 marks]
4. 'The function of modern journalists is to describe society to itself but in some societies this is more often not the case. "Discuss the correctness of this statement in relation to journalistic practice in Zimbabwe and Africa at large. [25 marks]
5. a). What is Globalisation? [5 marks]
b). Critically discuss the role of the media in the process of globalization. [20 marks]
6. Critically discuss the role of the media, in general, and journalism in particular in a democracy. [25 marks]