



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**

**MASTER OF SCIENCE IN JOURNALISM AND MEDIA STUDIES**

**MEDIA AND SOCIETY: THEORIES AND PERSPECTIVES**

**IJM5101**

**Final Examination Paper**

**October 2016**

**This examination paper consists of 2 pages**

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Special Requirements:** none  
**Examiner's Name:** Dr. Cleophas T. Muneri

**INSTRUCTIONS**

- 1. Section A is Compulsory.**
- 2. Answer any two questions in Section B.**
- 3. Start each question on a new page.**
- 4. Poor spellings and grammar will be penalised.**

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	40
2.	30
3.	30
4.	30
5	30

## SECTION A

### QUESTION 1

Discuss how technological changes and globalisation have affected theorisation on journalism and the role of a journalist in society. In your answer, focus on aspects such as multimedia and multiculturalism that are both underpinned by technological changes and globalisation.

**[40 marks]**

## SECTION B

### QUESTION 2

a). Despite its inclusivist intentions, in what ways has the notion of the public sphere been argued to be elitist, excluding and marginalising the subordinate groups? **(15 marks)**

b). Can there ever be any such thing as a fully inclusive national public? **(15 marks)**

**Total [30 marks]**

### QUESTION 3

To what extent do representations of ethnic minorities continue to be restricted in contemporary media? Consider a range of examples in your answer. **[30 marks]**

### QUESTION 4

a). What is the difference between culturalist and political economic versions of Marxism when it comes to questions of media and ideology? **(10 marks)**

b) Are Marxist approaches to media rendered entirely redundant by assertions that audiences are active? **(20 marks)**

**Total [30 marks]**

### QUESTION 5

Post-modernism has been credited for its ability to challenge master narratives as evidenced by its critique of traditional accounts of self, truth and science. Evaluate the contribution of postmodernism to the understanding of media. Support your answer with clear examples.

**[30 marks]**