



**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**  
**MEDIA AND SOCIETY**  
**IJM 1220**

**Main Examination Paper**

**September 2024**

This examination paper consists of 3 pages

**Time Allowed:** 3 Hours  
**Total Marks:** 100  
**Special Requirements:** None  
**Examiner's Name:** Mrs. C. Ncube  
**External Examiner:** Dr C. M. Lunga

**INSTRUCTIONS**

1. Answer any **four** questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised.

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

### QUESTION 1

The relationship between the media and society is an intricate one, largely controlled by power dynamics.

(a) State and explain four social ills that have largely been blamed on the media. **(12 marks)**

(b) Using local and International media examples, demonstrate the validity of the above assertion. **(13 marks)**

**TOTAL [25 Marks]**

### QUESTION 2

Using Classical Marxism as a point of reference, show how the media are used to legitimate the interests and the position of the ruling class. **(25 Marks)**

### QUESTION 3

Siebert et al. (1956) proposed the four normative theories of the media. Explain with a particular focus on applicability to Zimbabwe.

**(25 Marks)**

### QUESTION 4

Discuss 5 major arguments of the political economy theory. **(25 Marks)**

### QUESTION 5

(a) Explain the three theories of representation. **(12 Marks)**

(b) Differentiate between the Mass culture debate and the Popular Culture debate in relation to Cultural Studies. **(13 marks)**

**TOTAL [25 Marks]**

### QUESTION 6

Discuss how the rise of the fifth estate has re-activated the Watchdog role of the media.

**(25 Marks)**