



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
GLOBAL MEDIA INSTITUTIONS
IJM 2121

Special Examination Paper

April 2025

This examination paper consists of 3 pages.

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Mthabisi O. Ndlovu
External Examiner: Dr. C. 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

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

QUESTION 1

Michira (2002) notes that the Western media has succeeded in giving HIV/AIDS an African face as it is referred to as an African problem “with highly sensationalized headlines and pictures of the infected population, they seem to tell their audience that this is “their” problem, not ‘ours’.”

Using the above quote as a starting point, discuss the ways in which African media can address information imbalances posed by Western media institutions? **[25 Marks]**

QUESTION 2

Analyse the assumption that glocalisation might be the only way to protect and save local cultures, languages, fashion and products from the aggressive effects of the global media influences. **[25 Marks]**

QUESTION 3

The definition of Global media institutions is limited to non-African media networks such as CNN, BBC, Al Jazeera, Fox Networks among others as their transmission spreads out to the rest of the world.

Evaluate this view in relation to defining global media institutions based on the different approaches discussed in this course? **[25 Marks]**

QUESTION 4

a) Define the following terms:

- i) Global Journalism **[5 Marks]**
- ii) Global Public Sphere **[5 Marks]**
- iii) Cultural Imperialism **[5 Marks]**

b) Discuss the notion that deregulation of the media facilitates global coloniality.

[10 Marks]

TOTAL

[25 Marks]

QUESTION 5

Using relevant examples, discuss how the five Global News filters are used to influence and cement the power of the global elites.

[25 Marks]

QUESTION 6

The global media labelled the omicron coronavirus variant as the “South African variant” or “South African strain” triggering the long-standing accusations of prejudice in the coverage of Africa.

Reflecting on this, discuss the problematic coverage of the African continent by global media institutions.

[25 Marks]