



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF INFORMATION AND COMMUNICATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE (HONS) IN JOURNALISM AND MEDIA STUDIES
CRITICAL MEDIA THEORY

IJM 4112

Main Examination Paper

December 2024

This examination paper consists of 3 pages

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

INSTRUCTIONS

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

MARK ALLOCATION

QUESTION	MARKS
1.	50
2.	50
3.	50
4.	50

QUESTION 1

- a). Identify and explain any five key assumptions of critical theory (10 marks)
- b). Discuss how critical theory can provide a framework for studying the media (20 marks)
- c). Evaluate the main arguments of Classical Marxism (20 marks)

TOTAL [50 Marks]

QUESTION 2

- a). Identify and describe instances where researchers can use Habermas' theory of the public sphere to study the media. (20 marks)
- b). Demonstrate how Asen, Squires and Fraser's works contributed to the development of Habermas' theorization of the public sphere. (30 marks)

TOTAL [50 Marks]

QUESTION 3

Using relevant examples, show how the following concepts help us to understand the media:

- a). Marxism without guarantees (15 marks)
- b). Economic determinism (15 marks)
- c). Ideological state apparatuses (10 marks)
- d). Hegemony (10 marks)

TOTAL [50 Marks]

QUESTION 4

- a). Examine the main assumptions of Critical Political Economy (25 marks)
- b). Demonstrate the ways in which Critical Political Economy can provide lenses for studying the media (25 marks)

TOTAL (50 Marks]

QUESTION 5

a). Explore the key tenets of British Cultural Studies **(25 marks)**

b). Assess the usefulness of British Cultural Studies to the study of the media **(25 marks)**

TOTAL [50 Marks]