



**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**  
**POLITICS AND THE MEDIA**  
**IJM 4214**

**Supplementary Examination Paper**  
**September 2024**

This examination paper consists of 3 pages

**Time Allowed:** 3 Hours  
**Total Marks:** 100  
**Special Requirements:** None  
**Examiner's Name:** N. Nyathi

**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

## SECTION A

### QUESTION 1

Outline the definitions of politics discussed in this course.

(25 Marks)

### QUESTION 2

(a) Explain the concept of the media as mirror. Your answer should discuss the concept in the context of the news media's political role.

(10 Marks)

(b) What is development?

(5 Marks)

(c) How is the media expected to make a positive contribution towards national development?

(10 Marks)

**TOTAL:**

**[25 MARKS]**

### QUESTION 3

Describe the journalistic forms and practices that print, broadcast and online media use to empower citizens to participate in democratic processes and developmental activities.

(25 Marks)

### QUESTION 4

(a) Identify and briefly explain five writing and presentation styles newspapers use to give prominence to political events and issues.

(10 Marks)

(b) What is framing?

(5 Marks)

(c) List five places we can locate news frames in print media.

(5 Marks)

(d) Identify five visual and textual elements that are used to frame political cartoons.

(5 Marks)

**TOTAL**

**[25 MARKS]**

### QUESTION 5

Define media or news management and describe its techniques.

(25 Marks)

**QUESTION 6**

- (a) Discuss the individual influences that can shape the news. **(15 Marks)**
- (b) What are journalistic routines? **(5 Marks)**
- (c) How do news values reinforce power relations? **(5 Marks)**

**TOTAL** **[25 MARKS]**