



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF INFORMATION AND COMMUNICATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**MASTER OF SCIENCE IN JOURNALISM AND MEDIA STUDIES**  
**ADVANCED THEORIES IN MASS COMMUNICATION**  
**IJM 5110**

**Main Examination Paper**

**December 2024**

This examination paper consists of 2 pages

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

**INSTRUCTIONS**

1. Answer any TWO 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.	50
2.	50
3.	50
4.	50

**QUESTION 1**

Trace the development of the concept of the audience from early mass communication theories to contemporary media studies. Making reference to different theoretical trajectories, discuss how the understanding of the audience evolved over time. **[50 Marks]**

**QUESTION 2**

Critically analyse the phenomenon of audience fragmentation in contemporary media landscapes. In your answer, evaluate the implications of fragmented audiences for media producers, using specific references from your country. **[50 Marks]**

**QUESTION 3**

- a) Analyse the ethical implications of the Social Responsibility Theory in contemporary journalism. **(20 marks)**
- b) Evaluate how current media practices in Zimbabwe measure up to the standards of this theory. Using practical examples in your answer, address the ethical dilemmas journalists face in balancing freedom of expression with social responsibility. **(30 marks)**

**TOTAL****[50 Marks]****QUESTION 4**

- a) Outline the main assumptions of the critical paradigm in media studies. **(20 marks)**
- b) Discuss the potential of media to act as agents of social change within the framework of the critical paradigm. What are the challenges and limitations faced by media in promoting progressive social movements? **(30 marks)**

**TOTAL****[50 Marks]**