



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MASTER OF SCIENCE IN STRATEGIC COMMUNICATION
SCIENCE COMMUNICATION
IJS 5104

Main Examination Paper
December 2024

This examination paper consists of 5 pages

Time Allowed: 3 Hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Ms. N. Nyathi
External Examiner: Dr. C.M. Lunga

INSTRUCTIONS

1. Answer **any two questions** from Section A.
2. **Or** answer **one** question from Section A and **two** questions from B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

MARK ALLOCATION

QUESTION	MARKS
1.	50
2.	50
3.	50
4.	25
5.	25
6.	25

SECTION A

QUESTION 1

- (a) Discuss three factors that support the view that science is political. **(15 Marks)**
- (b) Discuss three aspects of science communication that support the view that it is a political practice. **(15 Marks)**
- (c) Use **Annexure 1** to describe how science communication works, according to Scheufele's model of science communication as political communication. **(15 Marks)**
- (d) What does Scheufele's model fail to acknowledge about science communication? **(5 Marks)**

TOTAL: [50 MARKS]

QUESTION 2

- (a) What is an ecological crisis? **(1 Marks)**
- (b) Briefly describe the three ecological challenges that make up the triple planetary crisis. **(9 Marks)**
- (c) Discuss the pros and cons of journalists adopting the detached disseminator role when covering the triple planetary crisis. **(15 Marks)**
- (d) Describe what is involved in science journalists acting as advocates when covering ecological crises. **(5 Marks)**
- (e) Explain the risks faced by science journalists who are playing the watchdog role when reporting global ecological issues. **(10 Marks)**
- (f) Outline the pros and cons of market-related science journalism in the coverage of ecological crises. **(10 Marks)**

TOTAL: [50 MARKS]

QUESTION 3

Annexure 2 shows part of the homepage of the Cancer Association of Zimbabwe website. Analyse the annexure and then answer the question below. Illustrate your answers with evidence from the text.

- (a) Describe how hypertext is used on the homepage to promote cancer awareness, literacy and understanding. **(15 Marks)**
- (b) List four interactive features used on the homepage that promote public participation in the fight against cancer. **(4 Marks)**
- (c) Identify and explain one persuasive appeal and one frame used in the message about healthy eating. **(6 Marks)**
- (d) Discuss how the persuasive appeals and frames identified in the above question are used to influence attitudes and behaviours. **(15 Marks)**
- (e) Explain how navigation is used to enhance the usability of the CAZ website. **(10 Marks)**

TOTAL:

[50 MARKS]

SECTION B

QUESTION 4

In your opinion, should science be considered a human right? **(25 Marks)**

QUESTION 5

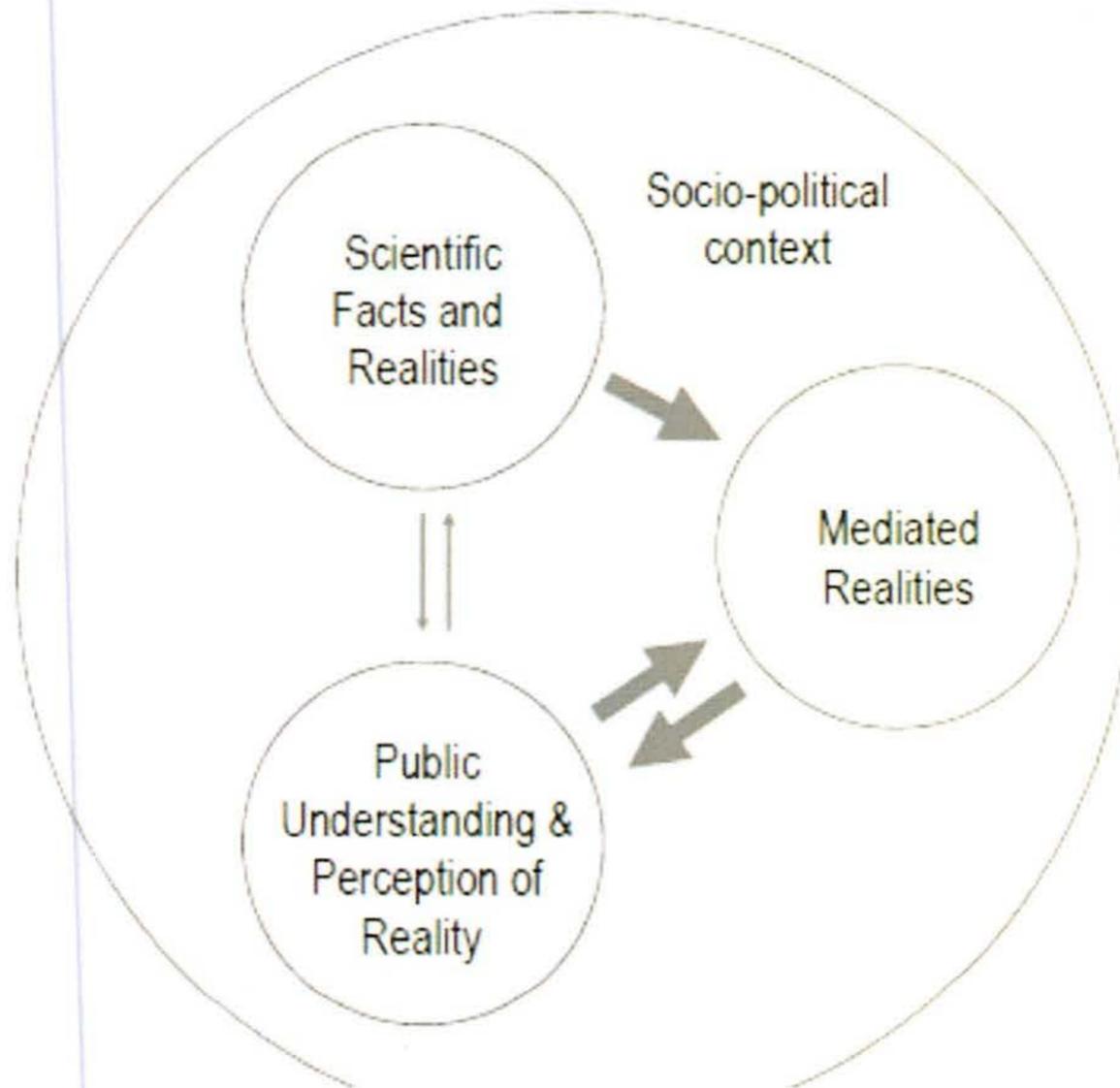
To what extent can we argue that the rise of digital technologies has created more obstacles than opportunities for fulfilling science communication goals? **(25 Marks)**

QUESTION 6

Evaluate how indigenous knowledge was transmitted in pre-colonial Zimbabwe. **(25 Marks)**

ANNEXURE 1

**MODEL 3:
Science Communication
as Political Communication**



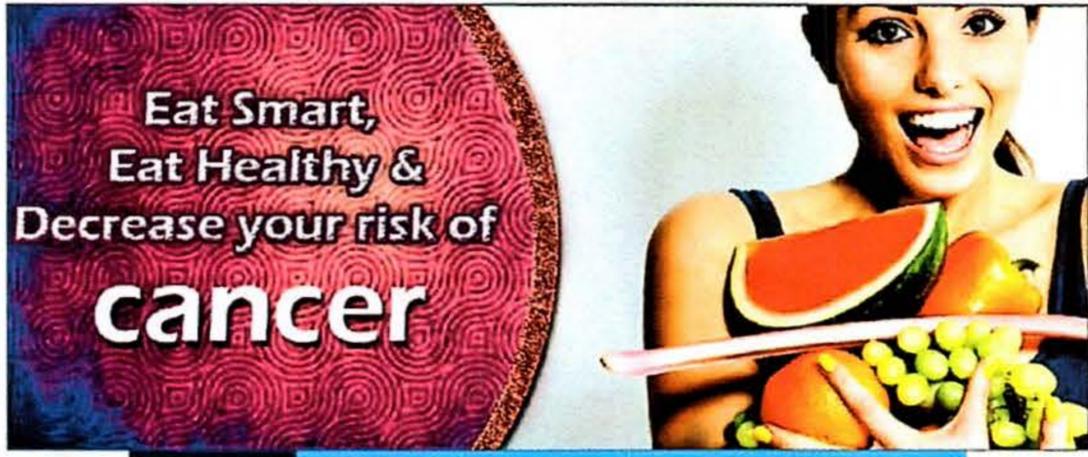
Source:

ANNEXURE 2



- HOME
- ABOUT US
- GET INVOLVED
- CAZ SERVICES
- CANCER INFORMATION
- COPE WITH CANCER
- CANCER RESEARCH
- NEWS & EVENTS
- CONTACT US

The Cancer Association of Zimbabwe



WHAT WE DO



Cancer Awareness

Prevention and early diagnosis are the thrust of awareness programmes.

[Read More](#)



Treatment

Early detection is key to successfully treating any form of cancer.

[Read More](#)



Resource Center

The center helps patients to learn more about their cancers and other issues.

[Read More](#)

