

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF SOCIAL SCIENCES & HUMANITIES
DEPARTMENT OF LANGUAGES AND COMMUNICATION SKILLS
Programme: Bachelor of Communication Science Hons Degree (HBCom.Sc)

Level 1. Examinations 2023/24

HJ 102: MEDIA SOCIOLOGY: D 3 HOURS

INSTRUCTIONS TO CANDIDATES:

- Answer **Three (3)** questions ONLY.
- All questions carry equal marks (100)
- Errors in grammar, punctuation and spellings will be penalised
- Credit will be given for clear, well organised and coherent answers



Questions

1. Discuss the role of theories in media sociology in media sociology and their relevance in understanding the relationship between media and society. (100)
2. Analyze the impact of media ownership on media content and its implications for diversity and representation. (100)
3. Evaluate the role of media regulation and censorship in maintaining a balance between freedom of expression and social responsibility. (100)
4. Examine the concept of media representation and influence on social attitudes and behaviour. (100)
5. Discuss the effects of globalization on media consumption and the formation of transnational identities. (100)