

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SOCIAL SCIENCES & HUMANITIES

DEPARTMENT OF LANGUAGES AND COMMUNICATION SKILLS

BACHELOR OF COMMUNICATION SCIENCE HONS DEGREE (HBCOM.Sc)

FINAL EXAMINATION

HJ101: MEDIA AND COMMUNICATION THEORIES

DURATION: THREE HOURS

INSTRUCTIONS TO CANDIDATES:

5 MAR 2023

- **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. Examine the view that linear models of communication provide both challenges and solutions in public and private sector organisations or enterprises. [100]
2. Ethnographic studies confirm that audiences are both consumers and producers of content. (Paul Hodgkinson, 2011).Comment [100]
3. Discuss the view that identities are becoming fluid, fragmented and centred on the media and popular culture. [100]
4. Comment on any FIVE concepts in the list below:
 - i. truth
 - ii. ideology
 - iii. simulacra
 - iv. celebrity culture
 - v. hyper reality
 - vi. convergence
 - vii. cultivation theory
 - viii. linear model[100]
5. Examine the concept of the public sphere (Habermas) and its intersection with participatory democracy and the media. [100]

END OF EXAMINATION