

**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**

JUN 2024

**HJ107: POLITICAL COMMUNICATION**

**3 HOURS**

**INSTRUCTIONS TO CANDIDATES:**

**A**

- 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 Foucault's description of the 'gaze' is a tool of political communication.
2. Discuss the view that democracy has nothing to do with voting but talking about it especially in the media.
3. Read the newsflash below. (Insert).



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MOSCOW, November 1. /TASS/. Russian President Vladimir Putin called the West's proposals to limit the sale of screwdrivers and other minor goods to Russia ludicrous, but he does see a bright side.

He noted that when it comes to sanctions, Western politicians "are now simply coming to the point of absurdity in their fantasies" and "are proposing to ban imports of screwdrivers, needles, and similar items to Russia."

"Perhaps the less junk, the better. There is less of a chance of bed bugs coming here from large European cities," Putin stated.

It was reported earlier that Lithuania, as part of the preparation of the 12th package of anti-Russian sanctions of the European Union, suggested including exports of buttons, nails, sewing needles, and knitting needles to Russia in the new restrictions.

Examine the political communication underway in this Tass newsflash.

4. 'In the era of the "permanent campaign" (Blumenthal), political communication is not limited to political marketing in the context of elections.' (Goncalves, 2018). Discuss.
5. Comment on any three of the following concepts and indicate how they are used in political communication:
  - a) Agenda setting and building
  - b) Communication effects
  - c) Framing
  - d) Gate keeping
  - e) Public interest
  - f) Public sphere