

**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

HJ106: Media in Zimbabwe and Africa

DURATION: 3 HOURS

**INSTRUCTIONS TO CANDIDATES:**

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

MAR 2024

**QUESTIONS**

1. Analyse the paradox between development and commercialization with reference to the Community Newspaper Publishing (CNP)
2. 'The individuals composing the ruling class... rule also as thinkers, as producers of ideas and regulate the production and distribution of the ideas of their age. Consequently, their ideas are the ruling ideas of the age'. (Karl Marx, **The German Ideology**, 1845). Discuss the validity of the statement with reference to the operations of media in Zimbabwe.
3. Discuss the factors that led to the development of print media institutions in Southern Rhodesia.
4. Compare and contrast the strategies that were employed by the white supremacists and the post- independence black ruling elites in controlling the print media in Zimbabwe.
5. Explore the sociocultural effects of new media in Zimbabwe