

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)

Nov 2024

Level 1. Examinations

HJ107: POLITICAL COMMUNICATION

3 HOURS

INSTRUCTIONS TO CANDIDATES:

B

- 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. Policymaking and the media belong together. (Anonymous). Discuss.
2. Examine the view that, Foucault's description of the panopticon is as a tool of political communication.
3. Discuss the view that democracy has nothing to do with voting but talking about it especially in the media.
4. The propaganda model has a universal appeal and great explanatory power in the 21st century global world. Discuss.
5. Examine any three political communication theories and estimate their impact.