



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF ARTS, THEOLOGY, CULTURE AND  
HERITAGE STUDIES**

**BACHELOR OF ARTS HONOURS DEGREE IN MEDIA AND  
DIGITAL STUDIES**

**CRITICAL MEDIA THEORY**

**HMDS 111**

**PART 1 SEMESTER 2 EXAMINATION**

**TOTAL MARKS [100]**

Date: April 2024

Time: 3 Hours

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**INSTRUCTIONS**

1. This paper has *five (5)* questions
2. Answer any *three (3)* questions
3. Each question carries *100 marks*
4. Start each question on a new page

1. With reference to clear examples, identify and demonstrate part of your culture that you think has been commodified. (100)
2. In view of new media technologies, examine Siebert's normative view of an authoritarian media. (100)
3. Discuss the global media agenda setting in the context of neo-colonialism (100)
4. Examine Jurgen Habermas theory of the public sphere assessing its application to the Zimbabwean media environment. (100)
5. Assess the view that, 'identities are fluid and ever-changing in light of the impact of new media technologies on Zimbabwean youths. (100)

**END OF PAPER**