



REFORMED CHURCH UNIVERSITY

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

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

TEXT AUDIENCES AND RECEPTION

HMDS 202

PART 2 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

Date: April 2024

Time: 3 Hours

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. Assess the view that, 'the piper dictates the tune in news writing'.
(100)
2. 'The proliferation of news agents is good for the media industry in Zimbabwe.' Discuss. (100)
3. Examine the efficacy of the regulation of news writing by the government of Zimbabwe. (100)
4. Critique the effects of polarisation in relation to news writing in Zimbabwe. (100)
5. Evaluate the challenges faced by newspapers during Covid-19 pandemic. (100)

END OF PAPER