



**REFORMED CHURCH UNIVERSITY**

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

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

**COMMUNICATION, CULTURE AND THE MEDIA**

**HMDS 201**

**PART 2 SEMESTER 1 EXAMINATION**

**TOTAL MARKS [100]**

**DATE: DECEMBER 2022**

**TIME: 3 HOURS**

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**INSTRUCTIONS**

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

1. Discuss the relevance of the Neo-Marxist view on Media Culture to media scholars. (100)
2. Goods are a non-verbal medium of transmitting messages about ourselves in the people around us. Discuss. (100)
3. Examine the vitality of the cultural critical schools in understanding media culture. (100)
4. Assess the role of media in any two popular culture areas. (100)
5. Assess the impact of Western popular music on national, gender and youth identities in Zimbabwe. (100)

*End of Paper*