



REFORMED CHURCH UNIVERSITY

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

BACHELOR OF THEOLOGY HONOURS DEGREE

MEDIA AND COMMUNICATION IN ZIMBABWE

HMDS 102

PART 1 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

Date: DECEMBER 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. Examine the difference between sources of messages at the various levels of communication. [100]

2. Analyze the three major similarities and differences between the Frankfurt school and the Birmingham school of thought. [100]

3. Identify two pressure groups in your society and discuss how they have influenced. [100]

4. Using the ‘Uses and gratification’ theory of media reception, Assess the expectations of unemployment youth in your community have on the media.[100]

5. Analyze how ethnographic approaches have contributed to a better understanding of media audiences. [100]

END OF PAPER