



REFORMED CHURCH UNIVERSITY

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

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

INTRODUCTION TO PRINT AND ELECTRONIC MEDIA

HMDS 109

PART 1 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

Date: June 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. As a station manager of a new television station in Zimbabwe, illustrate which measures and systems you would put in place for your station to meet global standards. (100)
2. Evaluate the independence of print and electronic media in Zimbabwe. (100)
3. Discuss the factors which a media practitioner should take into consideration when coming up with a script for a current affairs television talk show of your choice. (100)
4. Assess the view that, 'print and electronic media are in constant competition for audiences.' (100)
5. Critique the relevance of electronic media in shaping political opinions in Zimbabwe. (100)

END OF PAPER

