



REFORMED CHURCH UNIVERSITY

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

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

THEORIES OF COMMUNICATION AND THE MEDIA

HMDS 102

PART 1 SEMESTER 1 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. Examine the difference between mass communication and other levels of communication you have studied. (100)
2. Goods are a non- verbal medium of transmitting messages about ourselves to people around us. Discuss. (100)
3. Analyse the relationship between culture and consideration using specific examples from your environment. (100)
4. Outline Antonio Gramsci theory of hegemony demonstrating its applicability to the media environment in Zimbabwe. (100)
5. Assess ways in which the transnational news agencies are constantly setting agenda for news in developing countries. (100)

End of paper