



REFORMED CHURCH UNIVERSITY

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

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

INTRODUCTION TO MEDIA IN ZIMBABWE AND AFRICA

HMDS 101

PART 1 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. Discuss the advantages and the disadvantages of the 75% local content policy in Zimbabwe. (100)
2. Examine the role played by private press in Zimbabwe. (100)
3. With the reference to Zimbabwe, discuss the factors that style the growth of magazines and private press. (100)
4. Examine the main tenets of the liberation media theory and the development media theory demonstrating the applicability of each theory to the Zimbabwean Media Industry. (100)
5. Utilising the theory of hegemony, analyse the development of the press in Southern Rhodesia. (100)

END OF PAPER