



REFORMED CHURCH UNIVERSITY

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

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

COMMUNICATION CULTURE AND THE MEDIA

HMDS 201

PART 2 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 importance of semiology in understanding media text. (100)
2. Analyse the view that the proponents of media and cultural imperialism view Media audiences as homogeneous and gullible. (100)
3. Examine the view that, ‘the impact of advertising in Zimbabwean traditional culture is negligible and merits no academic scrutiny.’ (100)
4. Validate the assertion that, ‘communication can be an instrument of power, a commercial product or a means of education. (100)
5. Assess the threat posed by neo-colonialism in the context of media and culture to countries like Zimbabwe. (100)

END OF PAPER