



**REFORMED CHURCH UNIVERSITY**

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

**BACHELOR OF MEDIA & DIGITAL STUDIES**

**CULTURE, IDEOLOGY AND THE MEDIA**

**HMDS 210**

**PART 2 SEMESTER 2 EXAMINATION**

**TOTAL MARKS [100]**

Date: OCTOBER 2024

Time: 3 Hours

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**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 relationship between culture and ideology using examples to illustrate your answer. (100)
2. Compare and contrast the ideas of Antonio Gramsci and Louis Althusser on ideology and culture (100)
3. Examine the significance of Stuart Hall's encoding model for media studies. (100)
4. Discuss the ways in which the media can be used to challenge dominant ideologies. (100)
5. Examine the concept of cultural imperialism in the context of globalization. (100)

**END OF PAPER**