



ROBERT MUGABE SCHOOL OF HERITAGE AND EDUCATION

LANGUAGES, MEDIA AND COMMUNICATION

LEVEL 2 SEMESTER 2

EXAMINATION QUESTION PAPER

MODULE CODE	HMC 216
MODULE NARRATION	CULTURE AND IDEOLOGY AND MEDIA
DATE	2025
DURATION	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. ANSWER ANY **THREE(3)** QUESTIONS
2. **EACH** QUESTION CARRIES 25 MARKS
3. START EACH ANSWER ON A FRESH PAGE
4. **CITE RELEVANT** EXAMPLES AS MUCH AS POSSIBLE

Question 1:

Compare and contrast Marxist and postcolonial theoretical frameworks in analysing the relationship between media and ideology. **(25 marks)**

Question 2:

Explore how stereotypes and myths in media narratives perpetuate or challenge societal norms? Provide examples to support your answer. **(25 marks)**

Question 3:

Discuss the role of counter-hegemonic media in resisting dominant ideologies, and provide an example of a successful resistance movement. **(25 marks)**

Question 4:

Analyse the impact of Western media on non-Western cultures, focusing on the concept of cultural imperialism. **(25 marks)**

Question 5:

How has the rise of social media influenced the representation of marginalised groups in mainstream media? **(25 marks)**

Question 6:

Examine a recent media controversy and discuss its cultural implications, using theoretical perspectives covered in the module. **(25 marks)**