



ROBERT MUGABE SCHOOL OF HERITAGE AND EDUCATION

DEPARTMENT OF LANGUAGES, MEDIA AND COMMUNICATION STUDIES

B.A HONOURS IN MEDIA AND CULTURAL STUDIES

LEVEL 1 SEMESTER 2

EXAMINATION QUESTION PAPER

MODULE CODE	HMC 126
MODULE NARRATION	MEDIA AND CULTURE
MONTH	2025
DURATION	3 HOURS

INSTRUCTIONS TO CANDIDATES:

- 1. Answer any three questions.**
- 2. Each question carries 25 marks**
- 3. Do not repeat material**

- 1) Explain the role that the media plays in globalization and discuss the idea of globalized culture.
- 2) Discuss the concept of alternative media and its application to the internet. How does the internet challenge traditional media structures and provide alternative spaces for information dissemination and community engagement?
- 3) Mainstream news media pose the biggest threat to democracy and the survival of participatory democracy that lies within social media and mobile phones. Using local and global examples discuss the strengths and weaknesses of this claim.
- 4) Using concrete examples, discuss the role of the internet and other communication technologies in the promotion of different cultural beliefs.
- 5) Critically discuss the key tenets of the Information Society.