



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 1

EXAMINATION QUESTION PAPER

MODULE CODE	HMC 111
MODULE NARRATION	MEDIA IN ZIMBABWE
DATE	2025
DURATION	3 HOURS

INSTRUCTIONS TO CANDIDATES:

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

1. In light of the development of generative artificial intelligence (GenAI) tools, what are the challenges and opportunities presented to media content creation in Zimbabwe?

2. To what extent does the Zimbabwean ruling class's use or control of the media influence societal ideologies and public discourse, as suggested by Karl Marx's assertion in *The German Ideology*?

3. Discuss the factors which facilitated the establishment and growth of print media institutions in Southern Rhodesia.

4. Compare and contrast the strategies which were used by the white supremacist regime and the post-independence black ruling elite in controlling electronic media.

5. Analyze how new media platforms have influenced Zimbabwean society's cultural norms and values.

END