

UNIVERSITY OF SWAZILAND
FACULTY OF SOCIAL SCIENCE
BACHELOR OF ARTS (SOCIAL SCIENCE) YEAR 2
FINAL EXAMINATION PAPER, MAY 2018

TITLE OF PAPER: MEDIA AND POLITICS

COURSE CODE: POL 209

TIME ALLOWED: TWO (2) HOURS

INSTRUCTION: 1. ANSWER TWO QUESTIONS

**2. ALL QUESTIONS CARRY EQUAL MARKS
OF 50 EACH**

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GIVEN BY THE INVIGILATOR**

1. Critically examine the assumption that the rise of digital communication has greatly enhanced the relevance of the pluralist theory of the media.
2. There are contending perspectives regarding the empowering potentials of new communication technologies and their transformative capacity. Critically discuss.
3. There are assertions that the global media promotes a homogeneous culture based on Western values. Other contending positions argue that this view fails to capture what is in practice a complex and often contradictory process. Critically discuss.
4. The elite model remains the most relevant account of the relationship between the state, media and the public. Discuss.