



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION

BAC 4101: COMMUNICATION AND POPULAR CULTURE

Date: Thursday, 24th October 2019

Time: 08:00 – 10:00

Instructions

- 1. This examination consists of FOUR questions.**
- 2. Answer Question ONE (COMPULSORY) and any other TWO questions.**

QUESTION ONE (30 MARKS)

- a) Define and write concise notes on the terms below. Be careful to say why they are of value to pop culture: (8 marks)
 - i) Folk Culture
 - ii) Culture jamming
 - iii) Tweenage
 - iv) Reterritorialisation
- b) Describe how Pop culture spreads. (4 marks)
- c) Discuss three trends in Pop culture and analyse what their future might look like. You may want to consider the context of the specialization that you are keen on in Communication, or discuss the trends in their own merit. (18 marks)

QUESTION TWO (15 MARKS)

3 Marks will be given for a suitable introduction and context.

Discuss any Three (3) Pop Culture theoretical influences/explanations and contextualize their application within a Pop culture element(s) of your choice. (12 marks)

QUESTION THREE (15 MARKS)

3 Marks will be given for a suitable introduction and context.

One way of making a product or service popular is to frame it as Pop Culture. Consider this and how popular culture emerges and:

- a) Assuming you work for an organisation X, name and justify a product/service you would consider popularizing (4 marks)
- b) Elaborate a detailed and justified proposal on how you would make it part of pop culture. (8 marks)

QUESTION FOUR (15 MARKS)

3 Marks will be given for a suitable introduction and context.

Consider the contexts of PR, Journalism and C4D.

- a) In what ways would you argue that Africa has influenced global pop culture? (3 marks)
- b) How else would you suggest that Africa can influence global pop culture? (3 marks)
- c) How has maleness or femininity changed in conceptualization in Pop Culture today? (6 marks)