



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
BAC 4101 COMMUNICATION AND POPULAR CULTURE
END OF SEMESTER EXAM

Date: Monday 9th November 2020

Time: 09:30 – 11:30

Instructions

1. Answer **question ONE** and **any other TWO** questions in the answer booklet provided
2. Be careful to use grammatically correct language.
3. Accuracy in Communication is fundamental. Make sure you accurately present ideas to avoid penalties.

QUESTION ONE (30 MARKS)

1. Your colleagues studying other courses at the university have never heard of “Pop Culture” and why it is important to understand pop culture for a communications student craft an explanation for them, and use examples they can relate to. **(8 marks)**
2. Write brief notes on the following concepts, and give examples to illustrate your answer:
 - a) Memes as a part of pop culture. **(2 marks)**
 - b) “Culture Jamming is communication.” **(2 marks)**
 - c) “There is nothing random about a movie.” **(3 marks)**
 - d) Materiality and pop culture. **(2 marks)**
3. In the class discussions, we explored the case of Art Caffe seeking new design cups. In what three ways is the whole issue (call for designs, crisis, remuneration with coffee, etc.) relevant to the student of Pop Culture and subsequently, of Communication? **(9 marks)**
4. With the use of a relevant example, compare and contrast structuralism and post structuralism as theoretical frameworks in pop culture **(4 marks)**

QUESTION TWO (15 MARKS)

- i) Citing suitable examples, explain high culture. **(3 marks)**
- ii) Write notes on two ways through which popular culture is created and spread. **(6 marks)**
- iii) Why is money a key discussion in pop culture? Offer two arguments and various examples to illustrate this. **(6 marks)**

QUESTION THREE (15 MARKS)

“Africa has been more a recipient than a contributor to global popular culture.”

- i) Define global pop culture **(3 marks)**
- ii) Give three arguments with examples to support the claim above and two to refute it **(12 marks)**.

QUESTION FOUR (15 MARKS)

- i) How has Kenya contributed to global pop culture? **(5 marks)**
- ii) Discuss three trends observed in the country or East Africa and justify how they are popular or high culture, or both. **(10 marks)**