



Strathmore
UNIVERSITY

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION
BACHELOR OF ARTS IN COMMUNICATION
BAC 4101: COMMUNICATION AND POPULAR CULTURE**

Date: 28th October 2021

Time: 10:30 – 12:30

Instructions

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

QUESTION ONE (Compulsory)

A) Digital communication tools have been hailed for promoting democratic participation in public discourse. Using relevant theories demonstrate how economic concerns interfere with this freedom. (8 marks)

B) Describe the following terms in relation to critical theory. (8 marks)

i) Symbols

ii) Media text

iii) Ideology

iv) Hegemony

B) Cultivation theory argues that heavy consumption of media content over a lengthy period contributes to the mean world syndrome. Using examples, discuss this concept of a mean world syndrome in relation to social media use. (7 marks)

C) Social media platforms have been described as disruptive technologies that are changing many spheres of life. Discuss this notion in relation with popular culture. (7 marks)

QUESTION TWO

A) Using examples, demonstrate how digital media has dislodged the dominance of television as a major cultural agent. (9 marks)

B) The term hegemony is a key term in cultural studies. Use the term to briefly discuss cultural imperialism. (6 marks)

QUESTION THREE

A) With examples, explain the following research methodologies used in studying media content: (8 marks)

i) Content analysis

ii) Textual analysis

B) Describe ways in which Kenyan youth have used media to localise global culture. (7 marks)

QUESTION FOUR

Using relevant theories illustrate how communication and culture contribute to the formation of Kenyan nationhood. (15 marks)

QUESTION FIVE

a) Make a critical case for defending or condemning a popular media programme of your choice. Use the five-step critical process to discuss your position. (8 marks)

b) Using political economy theory to critique how media ownership affects production of pop culture. (7 marks)