



Strathmore
UNIVERSITY

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

DATE: 22nd October 2024

Time: 15:30-17:30

Instructions

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

QUESTION ONE (Compulsory)

A) Social media has revolutionised how popular culture is growing and being experienced around the globe. Identify any FOUR pop culture trends and expound on how social media has aided their growth. (12 marks)

B) Globalization has affected the transmission and reception of popular culture across different regions. Analyze the implications of cultural homogenization versus the preservation of local identities. (6 marks)

C) Discuss the relationship between consumerism and popular culture. Use an example to discuss your answer. (6 marks)

D) Popular culture has been described as a concept that involves power relations. Using the cultural studies theoretical perspective, explain the statement above. (6 marks)

QUESTION TWO

A) Using ideas discussed in the *Jeaning of America* article by John Fiske, illustrate how a cultural product of your choice has become part of pop culture. (8 marks)

B) According to Fiske, some groups in society sometimes resist ideological meanings given to cultural products by using oppositional language. Use an example to explain Fiske's statement. (4 marks)

C) With one example for each, differentiate between high culture and low culture. (3 marks)

QUESTION THREE

A) Illustrate how semiotics can be used to create meaning in a pop culture artifact of your choice. (8 marks)

B) With an example, analyse ways in which signs and symbols in popular culture reinforce or challenge societal norms and ideologies. (7 marks)

QUESTION FOUR

A) Elaborate how advancements in communication technologies (e.g. the internet, social media platforms, streaming services) have transformed the way popular culture is created, distributed, and consumed. (9 Marks)

B) Evaluate the positive and negative effects of these changes on both creators and audiences. (6 Marks)

QUESTION FIVE

Analyse the concept of McDonaldization and its impact on global food industry trends. (15 marks)