



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

**DATE: 17<sup>th</sup> October 2023**

**Time: 08:00-10:00**

---

**Instructions**

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

**QUESTION ONE**

A) The rise of social media platforms has seen the emergence of influencers who have glamourised pain and misery. Using any theory discussed in class, argue for or against this pop culture trend. (8 marks)

B) “Pop culture is culture that is bought.” Discuss the statement in relation to the following: (12 marks)

i) Fashion

ii) Brands

iii) Food industry

C) Popular culture collective rituals help to bind contemporary societies together. Identify any THREE pop culture trends and demonstrate the role that they have played in binding a country of your choice together. (6 marks)

D) With an example for each, describe the following two aspects of globalization: (4 marks)

i) Homogenization

ii) Heterogenization

## QUESTION TWO

A) Social media platforms have been able to spread trends and hence contribute to pop culture in a way that television could not. Using examples to illustrate your answer, discuss the statement. (9 marks)

B) There was a recent debate on proposal to ban Tiktok in Kenya for allegedly being a platform where a lot of inappropriate content is shared with the public. Argue for or against the ban. Give reasons for your answer. (6 marks)

## QUESTION THREE

Textual analysis is a research approach used to study media texts. Choose a pop culture trend in an African country of your choice.

A) Briefly describe the pop culture trend. (4 marks)

B) Come up with a research topic for a study on the trend. (2 marks)

C) Develop two research objectives on the topic. (3 marks)

D) Explain how you would use textual analysis to research the pop culture trend. (6 marks)

## QUESTION FOUR

A) Film is a key tool in entrenching cultural imperialism. Illustrate the role that Hollywood has played in promoting cultural imperialism. (7 marks)

B) With examples, demonstrate how African countries have tried to overcome this phenomenon. (8 marks)

## QUESTION FIVE

A) You have recently been employed as marketing manager for one of the top brands in the country. Using examples, demonstrate how your understanding of pop culture will be useful in your job. (9 marks)

B) Using a relevant theory, explain why pop culture critics are concerned about media business. (6 marks)