

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

POPULAR CULTURE: THEORIES AND PERSPECTIVES (IJM 4201)

MAY 2005 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer **any four** questions.
2. Start each question on a new page.
3. Poor spelling and grammar will be penalised

Question 1

With reference to Zimbabwean music and Western popular music discuss the view that popular culture is oppositional to dominant culture. [25 marks]

Question 2

Critically examine the role played by the mass media in shaping and influencing the identities of the Zimbabwean youth. Give examples. [25 marks]

Question 3

With aid of examples critically show how advertising relates popular culture. [25 marks]

Question 4

Discuss the various ways in which popular culture become political and politics can become part of popular culture. [25 marks]

Question 5

With reference to Zimbabwean popular music discuss the view that “music has the capacity to cement or unsettle social relations”. [25 marks]

Question 6

Discuss the view that audiences selectively use popular culture for personal purposes and satisfaction. [25 marks]

END OF PAPER