

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)
JULY 2005 SUPPLEMENTARY 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

“The life of a nation manifests itself through popular culture”. Discuss [25 marks]

Question 2

“Social identities, such as class, race, gender and sexuality condition and structure the popular culture field”. Discuss. [25 marks]

Question 3

Discuss the view that popular culture stands opposed to the dominant culture. [25 marks]

Question 4

“Youth culture has been male dominated and predominantly heterosexual, thus celebrating masculinity and excluding girls to the periphery”. Discuss with reference to Zimbabwean examples. [25 marks]

Question 5

Give an analysis of the Frankfurt School’s critique of popular culture. [25 marks]

Question 6

Discuss the relevance of the concept of hegemony in the study of popular culture. [25 marks]

END OF PAPER