

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 2006 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

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

Question 1

Popular culture is not only the culture of a subordinate class, it is the site of ideological contestation. Discuss with the aid of examples. [25 marks]

Question 2

Examine the view that the popular press has emerged as a new arena in which 'popular politics' has found home. [25 marks]

Question 3

Much of the current attack on the tabloid press echoes long-standing debates over the encroachment of 'popular culture' on 'high culture' and taps deep-rooted ideological divisions between 'giving the public what they want' versus the desire to educate, reform and improve (Norris 2000). Discuss. [25 marks]

Question 4

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

Question 5

Critically examine ways in which popular culture shapes, reflects and responds to the political climate obtaining at any particular moment. [25 marks]

Question 6

Fiske (1987) points out that, of the vast array of popular cultural artifacts offered everyday, only some become truly popular, apparently striking a responsive chord that others miss. Discuss this statement giving examples. [25 marks]

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