



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF INFORMATION AND COMMUNICATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**BACHELOR OF SCIENCE (HONS) IN JOURNALISM AND MEDIA STUDIES**  
**POPULAR CULTURE: THEORIES AND PERSPECTIVES**  
**IJM4211**

**Final Examination Paper**

**May 2017**

This examination paper consists of 2 pages

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Special Requirements:** None  
**Examiner's Name:** Mr. Lenient Chidyagwayi

**INSTRUCTIONS**

1. Section A is compulsory.
2. Answer any two questions from Section B.
3. Start each question on a new page.
4. Poor spellings and grammar will be penalised.

**MARK ALLOCATION**

QUESTION	MARKS
1.	40
2.	30
3.	30
4.	30
5.	30

## SECTION A

### QUESTION 1

According to Fiske (1989:47):

Everyday life is constituted by the practices of popular culture, and is characterised by the creativity of the weak in using resources provided by a disempowering system while refusing finally to submit to that power. The culture of everyday life is best described through metaphors of struggle, or antagonism; strategies opposed by tactics, the bourgeoisie by the proletariat; hegemony met by resistance...

In the context of Zimbabwe, to what extent is Fiske's observation potentially showing 'blind' optimism in hyping the power of the weak. **[40 Marks]**

## SECTION B

### QUESTION 2

Assess how Gramsci's theory of hegemony can better explain the role of music in Zimbabwean politics? **[30 Marks]**

### QUESTION 3

Analyse the extent to which social media has 'opened' previously 'closed' political spaces in most undemocratic states in Africa. **[30Marks]**

### QUESTION 4

Using perspectives learnt in this course explore the relationship between the popularity of some tabloids and utopian fantasy in Zimbabwe. **[30Marks]**

### QUESTION 5

With the aid of examples, assess the role of vertical and horizontal intertextuality in the study of popular cultural artifacts. **[30 Marks]**