



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

IJM 4211

Main Examination Paper

February 2025

This examination paper consists of 3 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Prof Mphathisi Ndlovu
External examiner: Dr C. M Lunga

INSTRUCTIONS

1. Section A is **COMPULSORY**
2. Answer **any TWO** questions from section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

MARK ALLOCATION

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

SECTION A

QUESTION 1

- a. Identify and explain Storey's (2003) five definitions of popular culture. (10 marks).
- b. Discuss how popular music has reflected people's lived experiences in post-independent Zimbabwe. (30 marks)

TOTAL [40 Marks]

SECTION B

QUESTION 2

Theories such as Mass Society, Culture and Civilization, and Frankfurt School have shaped various understandings of popular culture.

- a. Explain how popular culture has been defined within these three theories. (15 marks)
- b. Identify the similarities and differences in the theorization of popular culture within these three theories. (15 marks)

TOTAL (30 Marks)

QUESTION 3

Ornebring and Jonsson (2004) theorized about tabloid journalism as an alternative public sphere.

- a. Identify the four (4) dimensions of "alternative" in tabloid journalism. (12 marks)
- b. Assess the assumption that tabloids constitute alternative public spheres. (18 marks)

TOTAL [30 Marks]

QUESTION 4

a. Explain your understanding of “excorporation”, focusing on how it relates to popular culture. (10 marks)

b. Discuss how the following cultural artefacts - graffiti, statues, memes and comedy - constitute a site of struggle between hegemonic and counter-hegemonic forces. (20 marks)

TOTAL [30 Marks]

QUESTION 5

Explore the ways in which adverts and films perpetuate stereotypes against women. [30 Marks]