

# **RONGO UNIVERSITY**

OFFICE OF THE DEPUTY PRINCIPAL-ACADEMICS AND STUDENTS AFFAIRS

## **UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER EXAMS**

**FOR**

**DEGREE**

**IN**

**BA IN LINGUISTICS, MEDIA AND COMMUNICATION**

**COURSE CODE: LMC 111**

**COURSE TITLE: POPULAR CULTURE AND MEDIA**

**DATE: 8/12/2014**

**TIME: 9.00AM- 11.30AM**

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### **INSTRUCTIONS TO CANDIDATES**

- Answer question ONE and other THREE questions
- Marks are shown at the end of each question
- Show workings in the answer booklet for award of full marks
- Each question should begin on a fresh page
- Duration is 2.30 hour

**THIS PAPER CONSTISTS OF (2) PRINTED PAGES**

**PLEASE TURN OVER**

**QUESTION ONE:**

Briefly discuss the concept of culture in terms of categories. (25 marks)

**QUESTION TWO:**

Discuss the political implication in the consumption of the news as a genre in television. (15 marks)

**QUESTION THREE:**

The use of social media is a new strand of addiction. Discuss this proposition. (15 marks)

**QUESTION FOUR:**

Critically analyze the impact of the radio in the contemporary society. (15 marks)

**QUESTION FIVE:**

Discuss three genres of newspaper as a medium of popular culture (15 marks)

**QUESTION SIX:**

Briefly discuss the medium aspects of the book as a form of popular culture. (15 marks)