



*(Knowledge for Development)*

**KIBABII UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**2019/2020 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**SPECIAL/SUPPLEMENTAY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF EDUCATION (ARTS)**

**COURSE CODE: LIT 423**

**COURSE TITLE: POPULAR MEDIA AND CULTURE**

**DATE: 18<sup>TH</sup> FEBRUARY, 2021**

**TIME: 11.00AM - 1.00PM**

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**INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions.

**TIME: 2 Hours**

*This Paper Consists of 2 Printed Pages. Please Turn Over. ►*

**KIBU** observes **ZERO** tolerance to examination cheating

**QUESTION ONE – COMPULSORY (30 MARKS)**

“Nothing is permanent except change.” With illustrations, explain any 5 ways through which popular texts in the media can influence the Kenyan Culture.

**QUESTION TWO (20 MARKS)**

Discuss the relevance of popular magazines namely: “Drum”; “Parents” and “The Pointer” on contemporary Kenyan Culture

**QUESTION THREE (20 MARKS)**

State and explain the ambiguities of sexuality and gender in popular culture, with reference to Ben Mtobwa’s *Dar-es-Salaam by Night*

**QUESTION FOUR (20 MARKS)**

Identify two common themes, and relate them to contemporary African Culture in the following films:

- i) Sarafina
- ii) Nairobi Half Life

**QUESTION FIVE (20 MARKS)**

Basing your arguments on Sauti Sol’s (Kenya) song: “Sura Yako,” Diamond’s (Tanzania) “Kesho,” and Chameleone’s (Uganda) “Miliano”, discuss the issue of love and marriage highlighting how they have projected the East African Culture.