



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

SOCIAL SCIENCES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF ARTS SOCIOLOGY

HSO 4205: MEDIA, CULTURE AND SOCIETY

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: DECEMBER 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question One

- a) Explain the differences between global and mass culture, providing examples of popular and niche cultural movements. (10 Marks)
- b) Analyze Hip-Hop's evolution as a Cultural movement from its origins to becoming a global phenomenon. (10 Marks)
- c) Evaluate the role of transnational media in spreading global culture and its impact on cultural homogenization or diversification. (10 Marks)

Question Two

- a) Discuss how digital convergence has shaped modern media consumption and transformed individual engagement. (10 Marks)
- b) Analyze how Avant-Garde films challenged traditional media aesthetics and influenced contemporary media. (10 Marks)

Question Three

- a) Describe with examples hegemony in media discourse and how media producers use ideology to maintain control. (10 Marks)
- b) Highlight using examples, the relationship between media and the state, and its influence on the public sphere and political outcomes. (10 Marks)

Question Four

- a) Explain using examples Cyberbullying and Internet Harassment. (10 Marks)
- b) How has the rise of the digital age exacerbated issues like piracy and cyberbullying? (10 Marks)

Question Five

- a) Explain the role of Transnational music in shaping global cultural movements. (10 Marks)
- b) Describe using examples of how music can drive and influence a political or social movement across borders. (10 Marks)