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Reg. No. : .....

Name : .....

Fourth Semester M.A. Degree Examination, March 2021

English Language and Literature

EL 242 : INTRODUCTION TO CULTURAL STUDIES

(2013-2016 Admission)

Time : 3 Hours Max. Marks : 75

I. Answer any **six** of the following each in about **300** words :

1. How did Marxism influence Cultural studies?

2. Why does Stuart Hall feel that feminism is an intrusion?

3. Why is representation an important aspect in Cultural Studies?

4. Explain the term cultural materialism in Cultural Studies.

5. What are cultural artifacts?

6. How does the market influence popular culture?

7. Why is Cultural Studies termed by many scholars as being anti-disciplinary?

8. How did the work of Ferdinand de Saussure affect Cultural Studies?

9. What is the idea of popular romance?

10. Explain the relevance of the concept of ideology in Cultural Studies.

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11. What are cultural signs?

12. How does Cultural Studies define ‘masses’.

(6 × 5 = 30 Marks)

II. Write essays in about **4** pages each on any **three**, not omitting any section :

SECTION – A

13. Explain how the culture industry promotes the ideology of the market.

14. Discuss the significance of Cultural studies to read literary texts.

SECTION – B

15. Critically comment on Toby Miller's essay “What it is and what it isn’t”.

16. Why is culture ordinary according to Raymond Williams?

17. Explain During’s main ideas in the Introduction to Cultural Studies.

SECTION – C

18. Explain how Stuart Hall's theory of communication can be applied to the study of a film.

19. Write a critical commentary on Bollywood motifs.

20. How does Paul du Guy examine the Sony Walkman as a cultural artifact? Discuss.

(3 × 15 = 45 Marks)

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