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Reg. No. : .....

Name : .....

Fourth Semester M.A. Degree Examination, July 2023

English Language and Literature

EL 242 : CULTURAL STUDIES

(2017 Admission Onwards)

Time : 3 Hours Max. Marks : 75

I. Answer any **five** of the following in about **50** words each.

1. Define cultural capital.
2. Film as central figure of culture industry.
3. Counter culture and subversion.
4. Castration threat.
5. ISA and RSA.
6. Encoding.
7. Representations and Popular Culture.
8. Stereotyping in cinema.

(5× 2 = 10 Marks)

II. Write short notes on any **four** of the following each in about **150** words.

9. Art vs popular in Indian cinema.
10. Role of critical theory in understanding late capitalism.
11. Racism in comic books.
12. Gender stereotyping in soap operas.
13. The unconscious of patriarchy has a structured film form. Explain..
14. Man as bearer of look.
15. Cricket as resistance.
16. Birmingham school.

(4 × 5 = 20 Marks)

P.T.O.

III. Write an essay on any **three** of the following choosing **one** from each section.

SECTION A

17. How does film *Lagaan* argue for self consciousness of the masses as historical subjects?

18. Discuss deceptive mechanism of Culture industry

19. Cinema builds the way 'woman is to be looked at into the spectacle itself'. Bring out Mulvey's points to substantiate this idea.

SECTION B

20. Trace the historic evolution of cultural studies

21. Discuss the political economy of music

22. What are the major points of Bhabha in *Location of Culture?*

SECTION C

23. Provide a theoretical reading of any **one** of the following texts. Adopt a theoretical framework prescribed for study.

The operation was massive;
designed to give new life
to the old lady.
We cleaned out
her arteries, removed
detritus and silt,
created a by-pass
for the old 'blood.
Now you can hardly tell
her history.

We have become
so health-conscious
the heart
can sometimes be troublesome.

24. In early 1999, India celebrated 10 years of exposure to its most famous cricketing star, Sachin Ramesh Tendulkar. It was a media event that found parallels only in the year-long celebration of 50 years of the country's independence in 1997. Newspapers and news magazines (national and regional, English and Indian-language) produced special supplements to mark the occasion. Television channels, both terrestrial and satellite, broadcast special programmes to commemorate Tendulkar's contribution to Indian society.' The richest cricketer in the world was packaged before the public as a proud patriot and as a role model for India's youth in upholding the country's middle-class family values and sense of morality, which, in turn, would enable India to continue its existence as a country with an unchanging cultural essence even though its markets, by that time, had become flooded with global products and its main business interests bolstered by foreign investment.

Amidst this media frenzy were a small number of commentators citing Tendulkar as the standard-bearer of the Indian economy in the post-liberalization phase. Tendulkar's emergence as a cricketer meshed perfectly with a wider cultural revolution in India: the information technology boom of the early 1990s, the growth and development of satellite television, consumerism, and the expansion of cricket literacy. As the cultural order of global relations has changed in recent years, so too has the connection between sport, business and the media. To this end, while associations between professional sport and the media and business worlds are historically grounded, the emergence of an intensified (and altogether more inclusive) sport-media nexus has created an enlarged and globalized sporting economy. (The ability of professional sport to become spatially fluid by allying itself to the mass media has allowed it to operate more dynamically within global contexts and has provided the ideal backdrop against which the modern-day sporting celebrity has emerged. Indeed, some have argued that Tendulkar became a central figure in India's socio-cultural life precisely because of the simultaneous burgeoning of the Indian consumer market and the global media revolution.

25. The waiting room is down a long corridor, next to a conference hall with a big wooden door in which the written and oral interviews are to take place. The room is portioned off with a glass screen and a sliding door. The glass has patterns on it, such that the people on the inside and those on the outside can see figures on either side without making out the faces. It is furnished quite tastefully with black sofas and a glass-top table in the room's centre, topped with business magazines and profile pamphlets on the organisation conducting the interviews - the Ministry. Six of us have just been herded into the room from the reception. We mumble greetings to the people who are next to us in the line and attempt to look for comfortable spots in the room which can easily fit twenty people. I take the seat nearest to the entrance just in case I need to dash out, and also it can't hurt to see all the people that want the job.

The profile pamphlets are the first to be picked up and like hot, meaty bites at a cocktail party, they go fast. One must know everything they can about the company they want to work for, I guess. I pick one from the last two and begin to leaf through.

My reading is interrupted when a short, old man in an oversized coat sweeps into the room. He says in a firm and loud voice, "Good morning everybody. How are you all today?" We all mumble unintelligible things, some of us startled out of our private worlds by his commanding presence. Due to his air of authority, if I had not seen him before at the written interview we had in Namboole, I would have thought he already worked for the Ministry and had come to instruct us in the next step of the selection process. He goes ahead and pumps some hands, sprinkling more pleasantries as he jumps over people to reach those seated on the other side of the table. They have already warmed up their seats and refuse to leave their strategic vantage points. He finds a seat on the other side of the table which is directly opposite the entrance and proceeds to pull out a bunch of papers and starts going over them with furious concentration, as if preparing for a final exam. From the unnaturally black edges on his scalp, you can tell he has recently dyed his hair.

(3 × 15 = 45 Marks)