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Fourth Semester M.A. Degree Examination, July 2024

English Language and Literature

EL 543 — CULTURAL STUDIES

(2022 Admission)

Time : 3 Hours Max. Marks : 75

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

1. What does 'Interpellation" mean in Cultural studies?
2. Explain counter culture with examples.
3. Define "stereotyping" in cultural contexts.
4. What is "hegemony" according to cultural theory?
5. Differentiate between "mass culture" and "popular culture".
6. What are "iconic signs"?
7. Define "proletarian shopping" or "window shopping".
8. Who put forward the idea that 'culture is ordinary'? Elucidate the meaning of this statement.

(5 × 2 = 10 Marks)

II. Answer **any five** of the following questions in about 100 words.

9. Elucidate the four stages in the theory of communication proposed by Stuart Hall.
10. Examine the various possible ways in which "ideology" may be defined.

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11. Explain the significance and cultural contributions of "fan associations" and fandom communities.

12. How does Adorno and Horkheimer distinguish between 'happiness' and 'laughter'?

13. Describe the impact of visual cultures on our understanding of the world.

14. Trace the origins of the Frankfurt School and its principal contributions to cultural studies.

15. What is the 'circuit of culture' and how does it work?

16. Define and distinguish between ISAs and RSAs.

(5 × 5 = 25 Marks)

III. Answer **any two** of the following questions in about 300 words choosing one from each group.

Group A

17. Examine Stuart Hall's arguments concerning the encoding and decoding of meanings and messages through discourses.

18. Briefly comment on John Storey's definitions of popular culture.

19. How does the mall which has been hailed as the cathedral of consumerism also become a site of resistance?

Group B

20. Explore how Deepa Mehta's film *Fire* becomes a site of cultural contention between different social and political ideologies.

21. Attempt essay on the origin and development of Cultural Studies.

22. Comment on the cultural phenomenon of movie fandom and celebrity culture with references to the Indian film industry.

(2 × 15 = 30 Marks)

IV. Attempt a critical reading of **any one** of the following texts, using any of the cultural theories prescribed, in about **150** words.

23. My grandmother was insane.

As her madness ripened into death,

my uncle, a miser,

kept her in our store room,

covered with straw.

My grandmother dried up, burst,

her seeds flew out of the windows.

The sun came, and the rain,

one seedling grew into a tree,

whose lusts bore me.

Can I help writing poems

about monkeys with gold teeth?

24. Critically examine any Indian film featuring a superhero or superhuman characters.

25. Examine how advertisements capitalise on notions of beauty to sell products.

(1 × 10 = 10 Marks)
