

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

IV SEMESTER M.A. [ENGLISH] EXAMINATIONS - APRIL 2019

CULTURAL STUDIES

Duration: 2.5 Hours

Max. Marks: 70

Section I

Answer any TWO of the following:

(2x10=20)

1. Write an essay on the history and evolution of cultural studies.
2. It is said that cultural studies is radically contextual. Discuss.
3. Explain the development of cultural studies in contemporary time.

Section II

Answer any TWO of the following:

(2x10=20)

4. Elucidate the concepts of hegemony and ideology.
5. What do you know about queer theory? Elaborate.
6. What are the views of Antonio Gramsci about Intellectuals in society? Discuss
7. Write an essay on Raymond Williams "Culture is ordinary".

Section III

Answer any ONE of the following:

(1x20=20)

8. "The customer is not king, as the culture industry would have us believe, not its subject but its object." Explain the statement of Adorno.
9. How does Lakshmi Srinivas explore in the article "Cinema halls; Locality and Urban life" the urban space cultures which situate cinema?
10. Analyze in detail the interpretation of the Marxist theory by the Frankfurt School as a critique of mass-culture.

Section IV

Answer any TWO of the following:

(2x5=10)

11. Write a brief note on WhatsApp forwards and its influence on mass culture.
12. What do you know about internet memes?
13. How does modern advertising both draw from and contribute to popular culture?
14. Anand Pandian's views on Spectator behaviour.

