



Reg. No. :

Name :

Fourth Semester M.A. Degree Examination, July 2018
Branch : ENGLISH LANGUAGE & LITERATURE
EL 242 : Introduction to Cultural Studies
(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

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

- 1) What is Cultural materialism ?
- 2) "Culture today is infecting everything with sameness." Explain this statement with reference to Adorno's essay "The Culture Industry..."
- 3) Describe the four pioneering thinkers of British Cultural Studies.
- 4) What is a television sign ?
- 5) Why does Du Guy choose Sony Walkman as a central theme in Cultural Studies ?
- 6) How does romance reading constitute a temporary "declaration of independence" for women ?
- 7) How did cricket transform from a colonialist device to a nationalist game ?
- 8) What does Williams mean by the "Structure of feeling" ?
- 9) Sports is a televisual commodity. Discuss.
- 10) Why is *The Uses of Literacy* hailed as the inaugurator of cultural studies ?
- 11) Explain "highbrow culture" and "lowbrow culture".
- 12) Discuss the link between market capitalism and culture. **(6×5=30 Marks)**

II. Write essays in about four pages **each** on **any three** of the following, without omitting any Section :

SECTION – A

- 13) What is "high culture" and how does it determine the standard of art, aesthetics and culture in general ?
- 14) What are the socio-political and historical contexts which led to the emergence of cultural studies as a discipline in England ?

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SECTION – B

- 15) "Cultural studies has proved appealing to some members of oppressed or marginalized groups". Elucidate.
- 16) Discuss the arguments proposed by Raymond Williams in "Culture is Ordinary".
- 17) What are the main features of culture as an industry according to Adorno and Horkheimer ?

SECTION – C

- 18) Attempt an essay on Stuart Hall's four stage theory of communication.
 - 19) Do you support C.L.R. James' view that "cricket is first and foremost a dramatic spectacle"? Attempt an essay in the light of Chandrima Chakraborty's analysis of Lagan.
 - 20) Discuss in detail the popularity of television serials among women in Kerala citing theoretical insights from Janice Radway's essay "Reading the Romance."
- (3×15=45 Marks)**

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