

(Pages : 3)

V – 5305

Reg. No. :

Name :

Fourth Semester M.A. Degree Examination, June 2025

English Language and Literature

EL 543 – CULTURAL STUDIES

(2022 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

PART – A

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

1. Explain false consciousness.
2. Comment on the Birmingham School.
3. Explain the orientation of the Frankfurt School.
4. Explain counter culture as subversion.
5. Explain stereotyping in popular cinema with examples.
6. Distinguish between ISA and RSA.
7. Explain mass culture with examples.
8. Comment on the celebrity culture.

(5 × 2 = 10 Marks)

P.T.O.



- II. Answer any five of the following in about 100 words.
9. Explain how hegemony defines culture.
 10. Critically examine the concept of interpellation.
 11. What is the relevance of discourse in cultural analysis?
 12. Discuss the shopping mall as a cultural symbol.
 13. What is popular culture? Why is it nutied in the ocadimia?
 14. Comment on the circuit of culture.
 15. Subjectivity and identity are socially and culturally constructed. Explain.
 16. Discuss the concept of Fandom.

(5 × 5 = 25 Marks)

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

Group A

17. Explain the significance of culture industry with contemporary examples.
18. How does encoding and decoding challenge the idea of a passive audience? Explain the processes involved in this.
19. Trace the historical evolution of culture studies as a discipline.

Group B

20. Nation is more than a geographical entity, socially and culturally constructed. Explain this with the example of any two popular Indian films.
21. Cultural representation is a dynamic process of meaning making. Explain the key elements with a few contemporary examples.
22. Explain power structures and points of resistance in culture with any three examples.

(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. People have been trying to kill me since I was born,
a man tells his son, trying to explain
the wisdom of learning a second tongue.

It's an old story from the previous century
about my father and me.

The same old story from yesterday morning
about me and my son.

It's called Survival Strategies
and the Melancholy of Racial Assimilation."

It's called Psychological Paradigms of Displaced Persons,"
called The Child Who'd Rather Play than Study."

Practice until you feel
the language inside you, says the man.

But what does he know about inside and outside
my father who was spared nothing
in spite of the languages he used?

And me. confused about the flesh and the soul,
who asked once into a telephone,
Am I inside you?

24. Critically examine any one advertisement of gold jewelry you have watched.
25. Critically analyse the cultural and social implications of the Rapper Vedan and his music.

(1 × 10 = 10 Marks)

