



K24P 3316

Reg. No. :

Name :

**III Semester M.A. Degree (C.B.S.S. – Supple./Imp.) Examination, October 2024
(2021 and 2022 Admissions)**

**ENGLISH LANGUAGE AND LITERATURE
ENG3E07 : Introduction to Cultural Studies**

Time : 3 Hours

Max. Marks : 80

- I. Write an essay of **350** words on **one** of the following : **(1×10=10)**
- 1) Dyer argues that audiences consume media products with a clear set of pleasures to draw from that experience. Discuss.
 - 2) How does Foucault analyse power ?
- II. Write an essay of **350** words on **one** of the following : **(1×10=10)**
- 3) Evaluate the key methodologies in cultural studies.
 - 4) Elaborate on the impact of cultural theories on cultural studies.
- III. Write an essay of **350** words on **one** of the following : **(1×10=10)**
- 5) For Raymond Williams, advertising is magic. Explain.
 - 6) George Kurman's analysis of the cheerleading process.
- IV. Write an essay of **350** words on **one** of the following : **(1×10=10)**
- 7) Summarise Sarah Berry's arguments on fashion.
 - 8) How does Chris Barker examine the key concepts in cultural studies ?
- V. Write short notes on **any 8** of the following : **(5×8=40)**
- 9) The Culture Industry.
 - 10) Stuart Hall.

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- 11) Indian cricket is more a spectacle than a sport. Comment.
 - 12) Reasons for a change in the food habits of South Indians.
 - 13) How does a cultural critic view fashion ?
 - 14) What are the reasons for the transformation in the advertising system ?
 - 15) Television representation of cheerleaders.
 - 16) What are the social inadequacies and utopian solutions explained by Dyer ?
 - 17) Foucault's interpretation of Freud's concept of 'repression'.
 - 18) Cultural studies.
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