



K20P 1034

Reg. No. : .....

Name : .....



III Semester M.A. Degree (CBSS – Reg./Suppl./Imp.)  
Examination, October 2020  
(2016 Admission Onwards)  
**ENGLISH LANGUAGE AND LITERATURE**  
**ENG 3E07 : Introduction to Cultural Studies**

Time : 3 Hours

Max. Marks : 80

- I. Write an essay of **350** words on **any one** of the following : (1×10=10)
- 1) What are the observations of Michel Foucault about power and knowledge ?
  - 2) What do you mean by popular culture ?
- II. Write an essay of **350** words on **any one** of the following : (1×10=10)
- 3) What did Stuart Hall argue in the essay, "Cultural Studies: Two Paradigms" ?
  - 4) What are the concepts introduced by Raymond Williams in his essay, "Advertising: Magic System" ?
- III. Write an essay of **350** words on **any one** of the following : (1×10=10)
- 5) Explain Richard Dyer's concept of musicals as entertainment.
  - 6) Real life is becoming indistinguishable from the movies. Explain this essay with reference to the essay, "The Culture Industry" Enlightenment as Mass Deception".
- IV. Write an essay of **350** words on **any one** of the following : (1×10=10)
- 7) "Cheerleading as an institution seems to flourish". Explain this statement put forth by George Kurman in his essay, "What does Girls' Cheerleading Communicate".
  - 8) What are the different eating habits followed by the different sections of the society ?
- V. Write short notes on **any eight** of the following : (8×5=40)
- 9) Post Structuralism.
  - 10) What are the two tendencies discussed by Richard Dyer.
  - 11) Modernism.
  - 12) Discuss the relationship between fashion and anthropology.
  - 13) Fashion and visual culture.
  - 14) Marxism.
  - 15) Identity.
  - 16) Subculture.
  - 17) Language.
  - 18) Aspects of advertising.