

Fourth Semester FYUGP Degree (Reg) Examination April
2026

KU4DSCENG209 - POPULAR CULTURE

2024 Admission onwards

Time : 1.5 hours

Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. In what way does Spotify organise music according to vibes, as per Cartner-Morley?
2. How does Cartner-Morley define a "vibe"?
3. What is consumerism?
4. Define the term culture industry.
5. How does humour play an important role in Karikku's videos?
6. Mention one visual detail that suggests middle-class life in "There Comes Papa."
7. What is special about boundaries in cricket?
8. Who wrote "Malayali Young Men and their Movie Heroes?"

Section B

Answer any 4 questions. Each carry 6 marks.

9. Examine how Malabar parotta represents everyday popular culture in Kerala.
10. Analyse the role of migration in shaping the popularity of Malabar parotta in South India.
11. Analyze the painting There Comes Papa as a visual text reflecting social values of its time.
12. Analyze how the symbolic power of cricket in India is enhanced by celebrity culture (for instance, film stars).
13. Does Malayalam cinema enable young men to perform and negotiate multiple masculinities? Explain.
14. What are the major observations by the Osellas regarding the stardom of Mammootty and Mohanlal?

Section C

Answer any 1 questions. Each carry 14 marks.

15. a) Explain the contrast between the divine status of the Theyyam dancers during the Theyyam season and their marginalisation in everyday life.
b) Critically assess the idea that vibes help individuals “game” algorithmic systems rather than be controlled by them.
16. a) Analyze mass culture as a product of modern capitalist society and examine its impact on individuality and creativity.
b) Discuss how taste functions as a marker of social distinction through cultural capital, with suitable examples.

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