



K23P 1327

Reg. No. : .....

Name : .....

**III Semester M.A. Degree (C.B.S.S. -- Reg./Supple./Imp.)**  
**Examination, October 2023**  
**(2020 Admission Onwards)**  
**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) Discuss in detail Raymond Williams' analysis of advertising as a magic system.
  - 2) How would you analyse Adorno and Horkheimer's views on Art ?
- II. Write an essay of **350** words on **one** of the following : **(1×10=10)**
- 3) Elaborate on the cultural approaches to fashion.
  - 4) Richard Dyer's analysis of Hollywood 'show-bizz'.
- III. Write an essay of **350** words on **one** of the following : **(1×10=10)**
- 5) South Indian foodways are the symbolic and materialistic construction of social sentiments. Do you agree ?
  - 6) Describe the key methodologies in cultural studies.
- IV. Write an essay of **350** words on **one** of the following : **(1×10=10)**
- 7) Do you think Foucault's understanding of power is based on the theories of Marx and Freud ? Why ?
  - 8) Cheerleaders are superficial ornaments. Discuss.

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- V. Write short notes on **any 8** of the following : **(8×5=40)**
- 9) The main points in Ashis Nandy's essay "tradition, transgression and norms".
  - 10) Discourse.
  - 11) Cultural studies.
  - 12) Arjun Appadurai's concept of fashion.
  - 13) Power and Knowledge.
  - 14) Theorising Culture.
  - 15) Culture and civilization.
  - 16) Enlightened as mass deception.
  - 17) Williams' reasons for the growth of advertising in the nineteenth-century England.
  - 18) Power relations and Cultural Studies.