

St. Joseph's Evening College (Autonomous)

IV Semester MA English

Cultural Studies – IV

Time: 2 1/2 Hours

Marks: 70

Section I

Answer the following question in about 250-300 words

20x1=20

1. Discuss the emergence of Cultural Studies as an academic discipline with reference to the Birmingham Centre for study of contemporary culture.

Section II

Answer any two of the following questions in about 150 words

10x2=20

2. Explain the notions of dominance or hegemony
3. Write a note on Queer Theory.
4. Bring out the significance of the Frankfurt School in Cultural Studies.
5. What do you understand by the term sub-culture?

Section III

Answer any one of the following questions in about 250-300 words

20x1=20

6. How does Gramsci interpret intellectuals as a broad group of social agents in his work *Intellectuals*?
7. Analyse Raymond Williams' critique of the established notions of culture with reference to the text you study.
8. Explore critically the relationship between female readers and mass market romance novels based on your reading of Janice Radway's *Reading the Romance*.

Section IV

10x1=10

9. Look at the picture below. Make a cultural analysis of it touching upon issues such as cultural inclusiveness, marketing strategy and corporate culture.

