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Registered number:

DATE: **12** **-04-2018 (1 PM)**

Registered number:

DATE: **13** **-04-2018 (1 PM)**

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**IV Semester MA (English)**

**EN: 0214 Cultural Studies: An Introduction**

**Semester Examination April 2018**

**Time: 2 ½ hours** **Max Marks: 70**

**SECTION A**

**Answer any ONE of the following:** **(1x15=15)**

1. Explore and map the varied ideas that constitute the conceptual paradigm of the Frankfurt School and comment on its critical impact on literary and cultural studies today. Provide specific illustrations from your reading to substantiate your perspective.
2. Delineate the interrelations between visual culture, mass media and the hegemony of deception and explain their impacts on the politics of consumption in the current context. Comment also on how these interrelations mediate meaning.

**SECTION B**

**Answer any THREE of the following:** **(3x15=45)**

1. Explore the notions of ‘aura’ and ‘cult’ with regard to Film and visual media as presented by Walter Benjamin and show how his notions of ‘exhibition’ stand in opposition to the reification of artistic representation in current mass media.
2. How does Giles Deluze represent the nature of power-relations in current society. Comment on how his differentiation between the varied nature of power can be effectively employed to understand media-driven society
3. Explain how according to Bourdieu class and power underlie the notion of aesthetic taste and comment on how they determine how we think and argue about art, literature and culture.
4. Show how Adorno and Horkheimer describe the “Culture industry” and explain what goes into its making.Comment on how and why Adorno and Horkheimer argue that it enables ‘mass deception’
5. Show how Raymond Williams argues that “cultures are ordinary”. Comment on how in this ordinariness is contained both the meaning of rare art and value of the everyday.

**SECTION C**

**Write a short essay on any ONE of the following:** **(1x10=10)**

1. Queer Theory
2. Discourse