

MAULANA AZAD NATIONAL URDU UNIVERSITY
Master of Arts English
IV SEMESTER EXAMINATION (May 2019)
Paper : MAEN401DST : Introduction to Cultural Studies

Time: 3 hours

Max. Marks 70 marks

Note : This question paper consists of three parts : Part – A, Part-B and Part-C. Number of words to answer each question is only indicative. Attempt all parts.

Part-A contains 10 compulsory questions of multiple choice/ fill in the blank/very short answer type question. Answer all questions. Each question carries 1 mark. (10x1=10-marks)

Part-B contains 08 questions of which students are supposed to answer 05 questions. Answer each question in approximately 200 words. Each question carries 06 marks. (5x6=30 marks)

Part-C contains 05 questions of which students are supposed to answer 03 questions. Answer each question in approximately 500 words. Each question carries 10 marks. (3x10=30 marks)

Part-A

1. Answer the following: 1x10=10

i. _____ “broke in” and “interrupted” the work at the Centre for Contemporary Cultural Studies.

ii. Both *Persil* and *Omo* are owned by the Anglo-Dutch trust named _____.

iii. _____ is a single frame or box that generally contains one sequence or segment of action.

a) Tier b) Spread c) Panel d) Gutter

iv. Name two people associated with Frankfurt School of Cultural studies.

v. _____ is commonly signified by his brain.

vi. The art in *Bhimayana: Experiences of Untouchability* is by:

a) Durgabia Vyam and Subhash Vyam b) Aparijita Ninan
c) Mohammed Ali Vakil and Mohammed Arif Vakil d) None of the above

vii. _____ is a Jamaican-born British cultural theorist.

viii. The movie _____ is about a government clerk who is on election duty at Chhattisgarh.

ix. Name two Urdu-medium universities established in the years after World War-I.

x. *A Gardener in the Wasteland* depicts the life and work of _____.

Part-B

2. The relationship between culture industry and other industries.
3. Use of photographs in electoral prospectus and its signification.
4. 'Organic intellectuals' and its relevance.
5. Key decisions in relation to Urdu since 1947.
6. Advertisements and the illusion of personal choice.
7. The Urdu language and the politics of identity.
8. The New Left and its ideological difference with Marxism.
9. The three hypothetical positions for decoding televisual discourse.

Part-C

10. Discuss in detail the "two interruptions" in the work of the Centre for Contemporary Cultural Studies mentioned in Stuart Hall's essay.
11. Attempt a critical analysis of any one of the graphic texts from your syllabus.
12. Using Theodor Adorno and Max Horkheimer's essay analyze how the culture industry convinces its consumers the deception it practices as satisfaction.
13. Discuss any two myths from Roland Barthes' *Mythologies*.
14. Examine the representation of Muslim community in the film *Shahid*.
