

MAULANA AZAD NATIONAL URDU UNIVERSITY
Master of Arts English
IV SEMESTER EXAMINATION, October 2020
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.
 - i. In graphic texts a splash is a:
 - a) A row of panels
 - b) The blank space between panels.
 - c) A full page illustration
 - d) An image that spans two or more pages.
 - ii. The film *Newton* is based on:
 - a) A government clerk on election duty
 - b) A social activist on hunger strike
 - c) A government school teacher
 - d) A government officer's murder investigation
 - iii. The critic Stuart Hall is associated with _____.
 - a) Frankfurt School of Critical Theory
 - b) Centre for Contemporary Cultural Studies
 - c) Cultural Policy Studies
 - d) None of the above
 - iv. The essay by Theodor Adorno and Max Horkheimer in your syllabus is a critique of _____.
 - a) The culture industry
 - b) Marxism
 - c) Eurocentrism
 - d) Universalism
 - v. Name the graphic text which is about Jyotirao Phule's struggle against caste-based slavery.
 - vi. The essay 'Brain of Einstein' is from Roland Barthes collection of essays titled _____.
 - vii. _____ and _____ were the two fields of enquiry which played a decisive role in the evolution of Cultural Studies according to Stuart Hall.
 - a) Orientalism and Universalism
 - b) Feminism and Marxism
 - c) Feminism and Race Theory
 - d) Marxism and New Criticism

- viii. Pradhan Gond art is used in _____.
- a) *Bhimayana* b) *Munnu*
c) *Sufi Comics* d) All of the above
- ix. The movie *Shahid* is directed by _____.
- a) Anand Gandhi b) Hansal Mehta
c) Chaitanya Tamhane d) Amit Masurkar
- x. Stuart Hall argues that coding of a message controls its reception. **True/False**

Part-B

2. What according to Stuart Hall is the relevance of 'organic intellectuals' and how are they different from traditional intellectuals?
3. What are the justifications provided by culture industry for the standardization of its products?
4. Discuss briefly the popular imagery of Einstein's brain.
5. Comment on the relationship between culture industry and other industries.
6. Critically analyze any one movie from your syllabus in the light of essays you have studied.
7. What were the "two interruptions" in the work of the Centre for Contemporary Cultural Studies?
8. Discuss the 'dominant-hegemonic position' for decoding of televisual discourse.
9. What are the suggestions offered by Barbara D. Metcalf to improve the condition of Urdu in India?

Part-C

10. Examine whether Theodor Adorno and Max Horkheimer's critique of culture industry holds true even now.
11. How does *Bhimayana* situate debates about caste and human rights in the genre of graphic texts?
12. Discuss Roland Barthes analysis of the use of photography to create electoral appeal.
13. What according to Stuart Hall are the defining theoretical legacies and moments in British Cultural Studies?
14. Comment in detail on the status of Urdu in Pre-Independent and Post-Independent India.
