

Maulana Azad National Urdu University

Semester Examination, June 2023

Programme: M. A

Semester: IV

Title & Paper Code: Introduction to Cultural Studies [MAEN401 DST]

Time: 3 Hours

Max. Marks :70

Note: This question paper consists of three parts: Part–A, Part B and Part C. The 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 questions. 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. Cultural studies is an interdisciplinary field that primarily focuses on:

- a. Analyzing cultural artifacts
- b. Studying ancient civilizations
- c. Examining biological aspects of culture
- d. Exploring hypothetical perspectives on culture

ii. Which of the following concepts is central to cultural studies?

- a. Ethnocentrism
- b. Cultural relativism
- c. Social Darwinism
- d. Manifest destiny

iii. Publishing Urdu in _____ may help those drawn to Urdu but unfamiliar with its script

- a. Nagari
- b. Nastaliq

iii. c. Devanagri
d. Maithali

iv. Stuart Hall, a prominent figure in cultural studies, is associated with which country?

- a. United States
- b. United Kingdom
- c. France
- d. Germany

v. Which theoretical approach in cultural studies emphasizes the role of power and domination in shaping culture?

- a. Feminist theory
 - b. Postcolonial theory
 - c. Structuralism
 - d. Psychoanalysis
- vi. Cultural studies investigate the ways in which culture influences and is influenced by
- a. Gender, race, and class
 - b. Climate and geography
 - c. Genetic inheritance
 - d. Economic development
- vii. Which of the following terms refers to the process through which culture is transmitted from one generation to another?
- a. Cultural diffusion
 - b. Cultural appropriation
 - c. Cultural imperialism
 - d. Cultural reproduction
- viii. Which scholar is known for their work on the concept of "hegemony" in cultural studies?
- a. Raymond Williams
 - b. Michel Foucault
 - c. Judith Butler
 - d. Antonio Gramsci
- ix. Cultural studies often challenge the idea of a fixed and stable meaning of cultural texts. This perspective is known as:
- a. Cultural relativism
 - b. Cultural hegemony
 - c. Intertextuality
 - d. Cultural determinism
- x. Which of the following is NOT a primary source of cultural studies research?
- a. Novels and literature
 - b. Art and visual culture
 - c. Historical documents
 - d. Surveys and statistical data

Part-B

2. How does Adorno and Horkheimer's analysis of the "Culture Industry" challenge the role of enlightenment in societal deception through popular culture?
3. Analyze and compare photography as a medium that contributes to the construction of electoral appeal in the context of cultural studies?
4. In what ways does Stuart Hall's work in cultural studies challenge traditional notions of culture and power?
5. Examine and contrast the narrative strategies utilized in Bhimayana and Sufi Comics.

6. How does the study of culture shed light on the social and cultural significance of soap-powders and detergents in consumer behavior and everyday life?
7. How do the films Shahid and Newton explore caste, politics, and identity, influencing social change and cultural discourse?
8. Discuss briefly the popular imagery of Einstein's brain.
9. Describe Racism in Cultural studies and the importance of graphic novels as a literary genre.

Part -C

10. How do cultural studies help us understand the concept of the "wasteland of caste" and its implications for marginalized communities in society?
11. How do cultural studies analyze and interpret cultural artifacts?
12. Examine Roland Barthes' analysis of the utilization of photography in constructing electoral appeal.
13. According to Stuart Hall, what are the significant theoretical legacies and key moments in British Cultural Studies?
14. Provide a detailed commentary on the position and evolution of Urdu in Pre-Independent and Post-Independent India.