

Maulana Azad National Urdu University

Programme: M.A. English

IV Semester Examination, April/May-2024

Paper: MAEN401DST, Paper Title: **Introduction to Cultural Studies**

Time: 3 Hours

Total Marks: 70

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

Q1. Write the correct answer

- i. Name the writers of the essay 'The Culture Industry: Enlightenment as Mass Deception'.
- ii. Instead of *power* which alternative term did Stuart Hall use? _____
- iii. Name the two schools associated with Cultural studies.
- iv. Culture comes from the German word _____ meaning 'growing'. (Nurtur/
Kultur/Culter/keltre)
- v. Ronald Barthes' essay 'Soap-powders and Detergents' was published in his book _____.
- vi. Messages have a "complex structure of dominance". Identify the writer. (Barthes, Raymond,
Hall, Fischer)
- vii. 'Bhimayana' graphically portrays the life and struggles of _____.
- viii. Name the graphic artist of 'A Gardener in the Wasteland'.
- ix. _____ stand on Urdu was made clear on 27th November, 1959, while speaking at the Urdu
Research Institute. (Abul Kalam Azad, Zakir Hussain, Altaf Husain Hali, Majaz)
- x. _____ was a French critic and literary theorist known for semiology and mythologies.

Part- B

2. Differentiate between 'Mass Culture' & 'Popular Culture' with examples.
3. Throw light on the salient features of Stuart Hall's essay 'Encoding/Decoding'.
4. Barthes opines that the myth surrounding Einstein makes him more like a machine and an object than like a human. Critically analyze the statement.
5. According to Barthes, the advertisement and media repackage the popular idea so that it becomes saleable. Critically comment with reference to 'Soap-powder and Detergents'.
6. Throw light on the Hind-Urdu question as a pre-Independence dilemma with reference to Daniela Bredi's essay.
7. Discuss any one story from the *Sufi comics* highlighting the cultural and moral lessons derived that are relevant to your times.
8. In what ways does *Shahid* challenge or reinforce cultural stereotypes and prejudices, particularly regarding Muslims and those accused of terrorism? Discuss.
9. In what way does *A Gardener in the Wasteland* contribute to the discourse on the cultural reformation and social justice in India?

Part- C

10. Attempt a critical reading of Barbara D. Metcalf's paper on 'Urdu in India in 21st century' taking into consideration the historical perspective.
11. Critically discuss Barthes' essay 'Photography and Electoral appeal' by examining the cultural manipulation with reference to Indian electoral euphoria.
12. According to Adorno & Horkheimer, the commodification of culture equates with the commodification of the human consciousness. Discuss.
13. The film *The Ship of Theseus* touches upon the themes of cultural identity and globalization. How does the film depict the clash between traditional values and modern influences?
14. The graphic novel *Bhimayana* explores themes such as caste oppression, identity, and resilience, offering readers a glimpse into the experiences of those marginalized by society. Discuss.