

TMP161090A

Reg. No:

Name:

**M. Phil. DEGREE EXAMINATION, MARCH 2017
SEMESTER I - ENGLISH (ELECTIVE COURSE)
EN1EAMP - CULTURAL STUDIES**

Time: Three Hours

Maximum Marks: 75

PART A

I. Answer any nine questions. Each question carries 5 marks.

1. How does Hall structure the encoding and decoding of TV programmes?
2. What is bio power?
3. Why does Raymond Williams say that advertising is magic?
4. What is the central tenet of Theodor Adorno and Max Horkheimer's essay "The Culture Industry"?
5. How according to Michel de Certeau is the city founded in utopian and urbanistic discourses?
6. How does Althusser define ideology ?
7. What is hyperdemocracy ?
8. Why are Bhabha's ideas about post colonialism called counter historical ?
9. How does Appadurai counter the "homogenization thesis" about globalisation?
10. What is post nationalism?
11. Why does weedon say that identity is relational?
12. Discuss the concept of ethnoscapes.

(9x5=45)

PART B

II. Answer any two questions. Each question carries 15 marks.

13. Discuss the multiple dimensions of Zizek's concept of quilting.
14. How does Raymond Williams trace the history of advertising?
15. Discuss the interdisciplinary nature of Culture studies.
16. How is popular culture different from mass culture?

(2x15=30)