

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)
(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC) Chromepet,
Chennai — 600 044.

M.A. END SEMESTER EXAMINATION APRIL/NOV - 2021
SEMESTER - III
20PELET3004 - Popular Culture Studies

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Define Popular Culture and bring out its features.
2. What is Black Pop Culture?
3. Who are the chief icons of Pop Culture and what are their contributions?
4. What is meant by Leavisism?
5. What are E.P Thomson's key ideas in 'The Making of the English Working Class'?
6. How does Lyotard define Postmodernism?
7. Explain the theme of Allen Ginsberg's poem 'Howl'.
8. Define Fan Fiction and give a few examples.

Section C

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. How does Antonio Gramsci define Cultural Hegemony?
10. Elucidate the views of Raymond Williams in his work 'Advertising-The Magic System'.
11. What are Matthew Arnold's views on Culture and Anarchy?
12. Describe the features of Classical Marxism and the Frankfurt School.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Discuss the rise of Rock, Pop, Jazz and Street Music and its influence on the social and Mass media.