

**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 EXAMINATIONS APRIL - 2022

SEMESTER - III

20PELET3004 - Popular Culture Studies

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. Differentiate between Pop Culture and Mass Culture.
2. Name any five prominent Beatniks.
3. How does social media affect the public and their mindset?
4. Briefly present E.P. Thomson's views in The Making of the English Class.
5. What are Raymond Williams ideas about Advertising?
6. Trace the rise and development of Fan Fiction.
7. What are the central ideas in Richard Hoggart's The Uses of Literacy?
8. Describe the twists and turns presented in Dan Brown's Inferno.

Section B

Part A

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

9. How does the poem Howl by Allen Ginsberg represent Popular Literature?
10. Critically analyze the experience of the inmates at Rockland.
11. What are the ideologies of Classical Marxism. Relate the relevance to Contemporary Cultural scenario?
12. Analyze Mathew Arnold as a political and social critic based on the essay Culture and Anarchy.

Part B

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

13. Trace the rise and development of Rock, Pop, Jazz and Street Music.
