

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. (Eng) END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - III

20PELET3004 - Popular Culture Studies

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Highlight the difference between culture and sub-culture?
2. Discuss the two ways of controlling the people according to Gramsci.
3. Explain the basis of Richard Hoggart division of the culture and society.
4. Write a short note on Post Marxism.
5. In what ways is the poem "Howl" considered to be obscene?
6. Elaborate on the influence of the Hippies culture across the globe.
7. Define Fandom. Explain with examples.
8. Mention some of chief icons of pop culture with a mention of their contribution.

Section C

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

9. Discuss in detail Mathew Arnold's model of division of the society, concept of culture and anarchy and opinions on the working class.
10. How does Lyotard defines postmodernism and How is it different from modernism?
11. Write a brief note on the significance of Black Pop Culture and its contribution to various forms of arts.
12. Describe how does Ginsberg's *Howl* address madness and alienation.

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

13. Reality television and advertisements manipulate the thought and choices of the public mind. Comment and Justify.
