

Time : $2\frac{1}{2}$ Hours] [Total Marks : 70

ECT - 01-C: Cultural Studies

Instructions: (1) Attempt all questions indicating your options in each clearly.

- (2) Numerals on the right indicate marks.
- 1 Attempt any one from below: 14
 - (a) Trace the rise of English Studies in Cambridge in the early 20th century.

OR

- (b) Write an essay on the Frankfurt school as an early institution interested in the study of culture.
- 2 Attempt any **one** from below:

14

(a) Write an essay on the significance of Matthew Arnold as a cultural critic.

OR

- (b) Write an essay on the significance of Raymond Williams as a cultural critic.
- 3 Attempt any one from below: 14
 - (a) Significance of race and ethnicity in cultural studies.

OR.

(b) Significance of national discourses in cultural studies.

4 Attempt any one from below:

14

(a) Write an essay on popular culture, its various components and its influence.

OR

- (b) Write an essay on mass media, its various components and its influence.
- 5 Evince your understanding of the following terms: 14 (Any Two)
 - (a) 'Culture': etymology and connotations
 - (b) High-brow literature
 - (c) Michael Jackson as a Pop Star
 - (d) Significance of the title BCCCS.