

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. English - END SEMESTER EXAMINATIONS - APRIL 2025

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. Explain how Hippie emerged as a counter cultural movement originated on the college campus of United States of America.
2. Write briefly about the rise of Rock, Pop and Jazz.
3. Comment on the role of 'organic intellectual' who challenges dominant culture and create alternate ways of thinking and acting.
4. Bring out the contemporary relevance of Mathew Arnold's concept of culture in Culture and Anarchy.
5. Write a short note on Black Pop culture.
6. Comment on the key arguments of Jean Francois Lyotard in Defining the Postmodern.
7. Comment on the influence of Mass media on the Populace.
8. Explain how Robert Langdon deciphered the clues that had led him to the location of Zabrisk's virus.

### Section C

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

9. Discuss the difference between Pop culture, Canonical and Mass culture.
10. Elaborate on the rise of Dracula Fandom, Barbie Fandom and Harry Potter Fandom
11. Discuss Raymond Williams' views on the contemporary function of Advertisement.
12. Examine how Allen Ginsberg celebrates counterculture in 'Howl' by breaking poetic conventions.

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

13. Enumerate E.P.Thomson's key ideas in The Making of the English Working Class.

\*\*\*\*\*