

Roll.No.

24PELET3A04

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 - NOVEMBER 2025
SEMESTER - III

24PELET3A04 - Popular Culture Studies

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Show the difference between pop culture and mass culture.
2. Illustrate the concept of Hippies with examples.
3. Relate Antonio Gramsci's concept of Cultural hegemony with Popular Culture.
4. Describe Leavisism.
5. What is the relationship between cultural fantasy and material conditions according to Raymond Williams.
6. Prepare a connection between madness and societal oppression in 'Howl'.
7. Explain the impact of the rise of fanfiction.
8. Justify the mass media's role in influencing the mob in popular arts.

Section C

I - Answer any **TWO** questions (2 × 10 = 20 Marks)

9. Explain the role of chief icons of Pop culture.
10. Predict Arnold's idea of "Sweetness and Light" and its connection to true culture.
11. Examine the concept of 'one dimensional man' through the lens of Classical Marxism and The Frankfurt School.
12. Justify the connection of the medieval Epic "Inferno" for a modern mass - market audience.

II - Compulsory question (1 × 10 = 10 Marks)

13. Prepare a sketch on the influence of Social and Mass media on the populace in Cultural Studies.
