

**22U320**

(Pages: 2)

Name: .....

Reg.No: .....

**THIRD SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2023**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U FEN3 C02 - CULTURAL STUDIES: CULTURAL SPACES**

(Functional English - Complementary Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

**Part A** (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What is McDonaldization?
2. What are the two issues with Nation State found by Habermas?
3. What is fundamentalism in cultural studies?
4. Name a few after effects of modernization
5. Examine various representational codes that might go into representation of a career woman in an ad?
6. Explain how a new brand of coffee in the market, for instance, may be deemed as 'novel'?
7. Define cosmopolitanism?
8. Explain the hybrid sense of a mall?
9. Discuss the importance of Site with regard to poststructural critiques?
10. Explain racialization?
11. Name the author of 'The Uses of Literacy'?
12. Who coined the term 'Cyberspace'?
13. Explain hegemony in two or three sentences.
14. What is double marginality?
15. What is city in modernity?

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. Make a note on modernity.

17. How does Frank Webster define the information society?
18. Explain the economic dimensions of India's liberalisation policy of the early 1990s.
19. Discuss the growth of online shopping in India.
20. Discuss the difference between homosexuality and homosociality.
21. Differentiate between ISA and RSA.
22. What is the role of a customer in the age of modernity?
23. What are paradigmatic and syntagmatic study in language?

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

Answer any *two* questions. Each question carries 10 marks.

24. Write an essay on the different aspects and examples of new social movements.
25. Discuss with suitable examples the importance of packaging in the consumption of a product.
26. Discuss the views on gender from the perspective of Cultural Studies.
27. Explain culture and counterculture.

**(2 × 10 = 20 Marks)**

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