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**PRESIDENCY
UNIVERSITY**

BENGALURU

Department of Research & Development

Mid - Term Examinations – SEPTEMBER 2024

Odd Semester: Ph.D. Course Work	Date: 27/09/2024
Course Code: ENG902	Time: 02:00pm – 03:30pm
Course Name: Introduction to Cultural Representation and Media in India	Max Marks: 50
Department: Languages	Weightage: 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 5 marks.		4Qx5M=20M
1	Discuss how Stuart Hall explains the concept of "the spectacle of the Other" in the context of media representation. Provide one example of how stereotypes are perpetuated.	5 Marks
2	Analyze how the article "Visibility and Empathy" explains the relationship between media representation and empathy in shaping social interactions.	5 Marks
3	Analyze Lloyd I. Rudolph's explanation of the media's influence on shaping cultural politics in modern societies.	5 Marks
4	Explain how Surinder S. Jodhka critiques the concept of community in India and its role in shaping identities in the context of contemporary social discourses.	5 Marks

Part B

Answer ALL Questions. Each question carries 15 marks.		2QX15M=30M
5	Evaluate the effectiveness of positive and negative images in media using Stuart Hall's framework of "the spectacle of the other." How does Hall suggest these images reinforce or challenge cultural stereotypes, and to what extent can the reversal of stereotypes lead to true empowerment or perpetuate new forms of marginalization?	15 Marks
6	Examine the role of Indian media in promoting or hindering women's rights, as described by J. Prabhaskar. How does the media's representation of women, particularly in television and print, reflect broader social power dynamics, and what are the potential effects on public perceptions of gender equality?	15 Marks