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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph.D. Course Work End Term Examinations –JAN-FEB 2025** |
| **Date:** 30 – 01- 2025 **Time:**09:30 am – 12:30 pm |

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| **School:** SOE | **Program:** Ph.D. | |
| **Course Code :** ENG902 | **Course Name :** Introduction to Cultural Representation and Media in India | |
| **Semester**: | **Max Marks**:100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **10** | **10** | **40** | **40** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
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| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | In Of Metaphorical Politics: Bombay Films and Indian Society, Ajanta Sircar explores how Bombay cinema reflects and shapes India’s socio-political landscape. Analyze how these films use metaphorical politics to address class, gender, and nationhood, while simultaneously challenging and reinforcing societal norms. | **10 Marks** | **L** | **CO3** |
| **2** | Discuss how Rita Brara, in *"The Item Number: Cinesexuality in Bollywood and Social Life,"* critiques the socio-cultural significance of item numbers in Bollywood. How do these performances reflect and influence gender, sexuality, and societal norms in contemporary India? | **10 Marks** | **L** | **CO3** |
| **3** | In *"Global Culture Industry: The Mediation of Things,"* Scott Lash and Celia Lury discuss the role of the global culture industry in mediating cultural products and consumer experiences. Analyze how Lash and Lury argue that the mediation of cultural objects through globalized media systems shapes both individual identities and global cultural practices | **10 Marks** | **L** | **CO4** |
| **4** | In *"The Commodification of Indian Identity,"* George Pierre Castile examines the processes through which Indigenous identities are commercialized. Discuss how commodification impacts the cultural, social, and political dimensions of Indian identity. How does Castile critique the role of external forces in shaping and profiting from these identities? | **10 Marks** | **L** | **CO4** |
| **5** | Analyze how Lloyd I. Rudolph critiques the media's role in shaping national identity, political discourse, and cultural narratives in contemporary India. | **10 Marks** | **L** | **CO2** |
| **6** | In *"Representation: Cultural Representations and Signifying Practices,"* Stuart Hall explores the role of language and media in shaping cultural meanings. Analyze how Hall explains the process of signification and its impact on the construction of identity, power, and ideology in society. How do cultural representations influence the way we understand race, gender, and class? | **10 Marks** | **L** | **CO1** |

**Part B**

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| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | |
| **7.** | **a.** | Analyze how Alexis Celeste Bunten examines the development of the "commodified persona" in the heritage industry, addressing its impact on cultural preservation and distortion. Discuss the ethical implications of commodification, including its effects on cultural authenticity, power dynamics, and consumerism, and explore the solutions she proposes to navigate these complexities. | **20 Marks** | **L** | **CO4** |
|  | | | | | |
| **8.** | **a.** | Analyze how Sanchari Mukhopadhyay and Debanjan Banerjee examine Bollywood's role in shaping gender norms and societal perceptions of women. Discuss how Bollywood films reinforce or challenge traditional gender roles, addressing their role in perpetuating or subverting sexism, and explore the broader implications for media, gender, and power dynamics in India. | **20 Marks** | **L** | **CO3** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***