

Fundamentals of Cultural Studies

Cultural Studies · Answer Key · 10 Questions

1. Which academic institution is famously associated with the founding of the Birmingham School of Cultural Studies?

- A) University of Oxford
- B) University of Birmingham**
- C) London School of Economics
- D) University of Cambridge

2. Who authored the influential 1958 book 'Culture and Society'?

- A) Stuart Hall
- B) Raymond Williams**
- C) Richard Hoggart
- D) Edward Said

3. In cultural studies, what term describes the process by which dominant social groups maintain power through cultural hegemony?

- A) Cultural assimilation
- B) Hegemony**
- C) Ethnocentrism
- D) Acculturation

4. Which scholar is best known for the concept of 'Orientalism', which examines Western representations of the East?

- A) Edward Said**
- B) Michel Foucault
- C) Gayatri Spivak
- D) Homi Bhabha

5. The Birmingham School's journal, which became a central platform for the field, is titled what?

- A) Cultural Theory Review
- B) Screen
- C) New Left Review
- D) Cultural Studies**

6. What concept refers to the idea that popular culture serves as a site of struggle between resistance and incorporation?

- A) High culture
- B) Popular culture**
- C) Subculture
- D) Elite culture

7. Which 1964 work by Richard Hoggart significantly influenced the establishment of the Centre for Contemporary Cultural Studies?

- A) The Uses of Literacy**
- B) Encoding/Decoding
- C) Mythologies
- D) The Civilizing Process

8. What is the primary focus of 'Subculture' theory as developed by scholars like Dick Hebdige?

- A) Economic production
- B) Style and resistance**
- C) Government policy
- D) Historical linguistics

9. Who coined the term 'interpellation' to describe how ideology constructs social subjects?

- A) Louis Althusser**
- B) Antonio Gramsci
- C) Roland Barthes
- D) Claude Levi-Strauss

10. Roland Barthes' 'Mythologies' is primarily a study of what?

- A) Ancient Greek folklore
- B) Modern semiotics and popular signs**
- C) Religious history
- D) Economic migration patterns