

Advanced Cultural Studies Challenge

Cultural Studies · Answer Key · 20 Questions

1. Which influential cultural theorist coined the term 'cultural hegemony' to describe how the ruling class maintains power through cultural values?

- A) Antonio Gramsci**
- B) Michel Foucault
- C) Edward Said
- D) Stuart Hall

2. In the context of the 'Encoding/Decoding' model of communication, who proposed that audiences may adopt 'oppositional readings' of media texts?

- A) Theodor Adorno
- B) Stuart Hall**
- C) Roland Barthes
- D) Jean Baudrillard

3. The concept of 'Orientalism', which analyzes how Western academia represents the 'East', was famously developed by which scholar?

- A) Homi K. Bhabha
- B) Gayatri Chakravorty Spivak
- C) Edward Said**
- D) Frantz Fanon

4. What term describes the process by which a local culture adapts global products or ideas to fit their own specific cultural context?

- A) Globalization
- B) Glocalization**
- C) Westernization
- D) Assimilation

5. Which Frankfurt School theorist famously critiqued the 'culture industry' for turning art into a standardized commodity?

- A) Max Horkheimer**
- B) Walter Benjamin
- C) Herbert Marcuse
- D) Jürgen Habermas

6. In semiotics, what is the term for the literal, primary meaning of a sign, as opposed to its cultural 'connotation'?

- A) Signifier
- B) Index
- C) Denotation**
- D) Myth

7. Which anthropologist is known for his study of 'thick description' as a method for understanding cultural practices?

- A) Clifford Geertz**
- B) Claude Lévi-Strauss
- C) Bronislaw Malinowski
- D) Margaret Mead

8. What does the 'hypodermic needle model' of media effects suggest about the relationship between media and its audience?

- A) Audiences are active creators
- B) Media has no effect
- C) Media injects ideas directly into passive audiences**
- D) Audiences selectively ignore media

9. Which cultural phenomenon refers to the process where elements of a minority culture are adopted by members of a dominant culture, often without understanding their original context?

- A) Multiculturalism
- B) Cultural appropriation**
- C) Hybridity
- D) Acculturation

10. The study of 'subcultures', particularly regarding youth styles like mods and rockers, is most closely associated with which research institution?

- A) The Birmingham School (CCCS)**
- B) The Chicago School
- C) The Yale School of Cultural Studies
- D) The Paris Institute of Sociology

11. Which concept refers to the idea that our perception of the world is shaped by the language we speak?

- A) The Sapir-Whorf hypothesis**
- B) Cognitive dissonance
- C) Linguistic relativity
- D) Structuralism

12. What is the 'Panopticon', as analyzed by Michel Foucault in relation to social control and surveillance?

- A) A government agency
- B) An architectural design for prisons**
- C) A type of television broadcast
- D) A historical social hierarchy

13. Which term describes the blurring of the distinction between 'high culture' (art, literature) and 'low culture' (mass-produced entertainment) in postmodernism?

- A) Pastiche
- B) Intertextuality
- C) Hyperreality
- D) Leveling**

14. Who wrote 'The Second Sex', a foundational text for feminist cultural studies exploring the 'othering' of women?

- A) Betty Friedan
- B) Judith Butler
- C) Simone de Beauvoir**
- D) bell hooks

15. In cultural studies, what is 'intertextuality'?

- A) The study of text fonts
- B) The shaping of a text's meaning by other texts**
- C) The translation of a text into a different language
- D) The study of book bindings

16. Which theorist introduced the concept of 'simulacra' to describe a copy of something that has no original?

- A) Jean Baudrillard**
- B) Guy Debord
- C) Felix Guattari
- D) Gilles Deleuze

17. What does the term 'diaspora' specifically refer to in cultural studies?

- A) The loss of language
- B) The dispersion of a people from their original homeland**
- C) A type of traditional dance
- D) The study of ancient coins

18. Which of these describes the 'public sphere', a concept popularized by Jürgen Habermas?

- A) The government's private office
- B) A social space where private individuals engage in rational-critical debate**
- C) A commercial shopping center
- D) A secret organization for elite thinkers

19. In the study of popular culture, what is 'bricolage'?

- A) A style of French cooking
- B) The re-purposing of existing items to create new cultural meanings**
- C) The act of writing a critique of a film
- D) The process of digital animation

20. Which term did Benedict Anderson use to describe the way nations are formed through shared media, language, and collective imagination?

- A) Imagined communities**
- B) Nationalism
- C) Constructed realities
- D) Collective consciousness