

Advanced Cultural Studies Assessment

Cultural Studies · Answer Key · 20 Questions

1. Who is the scholar credited with coining the term 'cultural hegemony' to describe how a ruling class manipulates the culture of a society?

- A) Antonio Gramsci**
- B) Louis Althusser
- C) Michel Foucault
- D) Edward Said

2. In the context of Cultural Studies, what does the concept of 'polysemy' refer to?

- A) The study of ancient linguistic roots
- B) The capacity for a text to have multiple meanings**
- C) The rejection of mass media influence
- D) The political structure of nomadic tribes

3. Which 1964 publication by Stuart Hall and Paddy Whannel is considered a foundational text in the development of British Cultural Studies?

- A) The Interpretation of Cultures
- B) The Popular Arts**
- C) Distinction
- D) Encoding/Decoding

4. Which intellectual movement emphasized the role of 'the subaltern' in post-colonial cultural discourse?

- A) Structuralism
- B) Post-structuralism
- C) Subaltern Studies Group**
- D) Existentialism

5. In Roland Barthes' 'Mythologies', what does the term 'myth' primarily describe?

- A) Ancient folklore and legends
- B) A sign that naturalizes cultural values**
- C) The history of religious icons
- D) A false historical narrative

6. Which theorist introduced the concept of the 'panopticon' to analyze modern disciplinary society and power relations?

- A) Michel Foucault**
- B) Jean Baudrillard
- C) Pierre Bourdieu
- D) Jürgen Habermas

7. What concept did Pierre Bourdieu use to describe the cultural knowledge, skills, and education that signal social status?

- A) Economic capital
- B) Social capital
- C) Cultural capital**
- D) Symbolic violence

8. The Birmingham School, formally known as the Centre for Contemporary Cultural Studies (CCCS), was established in which year?

- A) 1945
- B) 1964**
- C) 1972
- D) 1980

9. According to Jean Baudrillard, what does the term 'simulacrum' represent?

- A) A genuine cultural artifact
- B) A copy of a copy with no original referent**
- C) The study of museum collections
- D) The psychological impact of social media

10. In cultural theory, what does 'intertextuality' describe?

- A) The physical connection between library shelves
- B) The way texts refer to or shape the meaning of other texts**
- C) The translation of literature between languages
- D) The study of international media law

11. Edward Said's 1978 work 'Orientalism' primarily critiques which of the following?

- A) Eastern religious practices
- B) Western representations and stereotypes of the Middle East**
- C) The history of the Silk Road
- D) The linguistic evolution of Asian languages

12. Which of these terms refers to the process by which a global cultural product is adapted to fit local contexts?

- A) Homogenization
- B) Glocalization**
- C) Westernization
- D) Isolationism

13. What is the primary focus of 'Reception Theory' in media and cultural studies?

- A) The production process of media
- B) The demographics of the workforce
- C) The ways audiences interpret and construct meaning from texts**
- D) The technical hardware used for broadcasting

14. The concept of 'The Public Sphere' is most closely associated with which philosopher?

- A) Jürgen Habermas**
- B) Theodor Adorno
- C) Walter Benjamin
- D) Max Horkheimer

15. Which school of thought argued that mass culture functions as a 'culture industry' that maintains the status quo?

- A) The Frankfurt School**
- B) The Chicago School
- C) The Yale School
- D) The Paris School

16. What does 'hegemony' imply regarding the relationship between the dominant and subordinate groups in a society?

- A) Total military dominance
- B) Consent obtained through social, political, and cultural leadership**
- C) Forced labor and imprisonment
- D) The complete erasure of minority cultures

17. Raymond Williams' work 'Culture and Society' (1958) focuses on the development of the term 'culture' during which historical period?

- A) The Enlightenment
- B) The Industrial Revolution**
- C) The Cold War
- D) The Post-Internet era

18. What does the term 'bricolage' describe in the study of subcultures, as popularized by Dick Hebdige?

- A) The creation of new styles by recontextualizing existing cultural objects**
- B) The breakdown of traditional social structures
- C) The systematic study of folklore
- D) The formal analysis of poetry

19. Which of these is a central critique found in 'The Society of the Spectacle' by Guy Debord?

- A) The decline of traditional craftsmanship
- B) The degradation of life into mere representation and consumer imagery**
- C) The negative impact of industrial pollution
- D) The rise of local democratic governance

20. What is 'semiotics' concerned with in the field of cultural studies?

- A) The mathematical analysis of population statistics
- B) The study of signs, symbols, and how meaning is constructed**
- C) The biological development of human brains
- D) The history of international banking