

COURSE TITLE	CULTURAL STUDIES
COURSE CODE	07MA0210
COURSE CREDITS	4

Objective:

- 1 To understand the foundational concepts and evolution of Cultural Studies as an academic discipline.
- 2 To familiarize the students with key theorists and theoretical frameworks that shaped the field.
- 3 To apply cultural theories to interpret texts, media, and everyday practices.
- 4 To analyse the role of culture in relation to ideology, power, identity, and representation.
- 5 To critically evaluate cultural texts and practices using multiple theoretical perspectives.
- 6 To engage students creatively with cultural artifacts to produce original interpretations.

Course Outcomes: After completion of this course, student will be able to:

- 1 Identify major theorists (e.g., Stuart Hall, Raymond Williams, Gramsci) and their contributions to cultural theory.
- 2 Illustrate key theoretical ideas through examples from media, literature, and everyday life.
- 3 Apply theories of Cultural Studies to literary texts, films, advertisements, and social phenomena.
- 4 Analyse cultural texts and practices to uncover underlying assumptions, ideologies, and power dynamics.
- 5 Evaluate the impact of cultural practices on identity, class, race, and gender politics.
- 6 Design presentations, essays, or projects that reflect a nuanced understanding of cultural analysis.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	UNIT 1 1.1.1. Introduction to Cultural Studies:, 1.1.2 High vs. Low Culture, 1.1.3 Origins of Cultural Studies (Birmingham School) Suggested Readings: Raymond Williams, Keywords (entries on "Culture", "Ideology"), 1.2 Theoretical Foundation I:, 1.2.1 Marxism and culture, 1.2.2 Gramsci: Hegemony and Ideology Suggested Readings: Antonio Gramsci, Selections from the Prison Notebooks, 1. 3 Theoretical Foundation II:, 1.3.1 Structuralism and Semiotics, 1.3.2 Post Structuralism and Discourse Suggested Readings: i) Roland Barthes, Mythologies (selected essays) ii) Michel Foucault, What is an Author? and selections from Discipline and Punish	24
2	UNIT 2 2.1 Identity as a Cultural Construct:, 2 2.1 Popular Culture: Definition and Significance, 2.2.2 Media and Representation: Encoding / Decoding Model, 2.3 Identity and Subjectivity: Identity as a Cultural Construct Suggested Readings: i) Stuart Hall, "Notes on Deconstructing the Popular" ii) Stuart Hall, "Encoding/Decoding" iii) Bell Hooks, "Choosing the Margin as a Space of Radical Openness"	12
3	UNIT 3 3.1 Culture and Issues:, 3.1.1. Race and Ethnicity: Postcolonial Perspectives, 3.1.2 Gender and Sexuality: Feminist and Class and Subculture: Youth Cultures, Resistance Suggested Readings: i) Homi Bhabha, "Of Mimicry and Man" ii) Laura Mulvey, "Visual Pleasure and Narrative Cinema"; Eve Sedgwick, Epistemology of the Closet (excerpts) iii) Dick Hebdige, Subculture: The Meaning of Style (Ch. 1 & 2)	12
4	UNIT 4 4.1 Globalization and Culture:, 4.1.1 Cultural Imperialism vs. Hybridity, 4.1 2 Indian Perspectives in Cultural Studies: Theories and Contexts, 4.1.3 Case Studies and Applications: Analysing films, advertisements, social media, public spaces, or pop music using cultural theory Suggested Readings: i) Arjun Appadurai, "Disjuncture and Difference in the Global Cultural Economy" ii) Nandy, Ashis – "The Intimate Enemy" iii) Partha Chatterjee – "The Nation and Its Fragments"	12
Total Hours		60

Textbook :

- 1 The Cultural Studies Reader., During, Simon (ed.), Routledge., 2007
- 2 Cultural Theory and Popular Culture: An Introduction., Storey, John., Pearson., 2018
- 3 Cultural Studies: Theory and Practice., Barker, Chris., Sage., 2016
- 4 Representation: Cultural Representations and Signifying Practices., Hall, Stuart (ed.), SAGE, 1977

References:

- 1 Culture and Society: 1780–1950., Culture and Society: 1780–1950., Williams, Raymond., Columbia University Press., 1983
- 2 “Cultural Studies and Its Theoretical Legacies.”, “Cultural Studies and Its Theoretical Legacies.”, Hall, Stuart., Routledge., 1993
- 3 Antonio. Selections from the Prison Notebooks., Antonio. Selections from the Prison Notebooks., Gramsci, Notebooks. Edited and translated by Quintin Hoare and Geoffrey Nowell Smith., International Publishers., 1971
- 4 Mythologies., Mythologies., Barthes, Roland. Translated by Annette Lavers., Hill and Wang., 1972
- 5 The Archaeology of Knowledge., The Archaeology of Knowledge., Foucault, Michel. Translated by A. M. Sheridan Smith., Pantheon Books., 1972
- 6 Representation: Cultural Representations and Signifying Practices., Representation: Cultural Representations and Signifying Practices., Hall, Stuart., Sage, 1997
- 7 Gender Trouble: Feminism and the Subversion of Identity., Gender Trouble: Feminism and the Subversion of Identity., Butler, Judith., Routledge., 1990
- 8 Black Skin, White Masks., Black Skin, White Masks., Fanon, Frantz, Translated by Charles Lam Markmann., Grove Press., 1967
- 9 Ain’t I a Woman: Black Women and Feminism., Ain’t I a Woman: Black Women and Feminism., Hooks, bell., South End Press., 1981
- 10 “The Culture Industry: Enlightenment as Mass Deception.” Dialectic of Enlightenment., “The Culture Industry: Enlightenment as Mass Deception.” Dialectic of Enlightenment., 10. Adorno, Theodor W., and Max Horkheimer., Verso., 1997
- 11 Simulacra and Simulation., Simulacra and Simulation., Baudrillard, Jean, , University of Michigan Press., 1994
- 12 Subculture: The Meaning of Style., Subculture: The Meaning of Style., Hebdige, Dick, Routledge., 1979
- 13 Orientalism., Orientalism., Said, Edward, Vintage Books., 1978
- 14 The Location of Culture., The Location of Culture., Bhabha, Homi K., Routledge., 1994
- 15 Chakravorty. “Can the Subaltern Speak?” Marxism and the Interpretation of Culture., Chakravorty. “Can the Subaltern Speak?” Marxism and the Interpretation of Culture., Spivak, Gayatri, edited by Cary Nelson and Lawrence Grossberg., University of Illinois Press., 1988

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	20.00	30.00	15.00	10.00	5.00

Instructional Method:

- 1 Lecture method combined with discussion
- 2 Use of ICT tools
- 3 Assignments
- 4 Presentations
- 5 Workshops
- 6 Expert lectures
- 7 Self-study

Supplementary Resources:

- 1 <https://www.gold.ac.uk/cultural-studies/>
- 2 <https://www.public.asu.edu/~kroel/www500/hall.pdf>
- 3 <https://www.marxists.org/archive/gramsci/>
- 4 <https://csmt.uchicago.edu/annotations/barthesmyth.htm>
- 5 <https://foucault.info>
- 6 <https://keywords.pitt.edu>
- 7 <https://www.asu.edu/courses/fms504/total-readings/mulvey-visualpleasure.pdf>
- 8 <https://www.columbia.edu/~rac10/said2001.pdf>
- 9 <https://www.epw.in>
- 10 <https://nptel.ac.in/courses/109/106/109106158>
- 11 <https://oyc.yale.edu>
- 12 <https://www.youtube.com/user/crashcourse>