

## Cultural studies SYBMM Semester – III

### Objectives:

- To create awareness on cultural theories and its relevance in media
- To discuss the importance of cultural studies and its role in mass media.
- To understand the cultural concepts and its impact on the media

### Chapter No.1

Introduction to cultural studies:

(12)

(a) Evolution, Need and significance of cultural studies.

- Key concepts in cultural studies- Representation, materialism, Non-reductionism, Articulation, Power, Popular culture, Texts and readers , subjectivity and Identity

(b) Theories and its relevance in media

- Diffusionism- Kroeber
- Cultural materialism- Raymond Williams
- Functionalism- Malinowski, and R. Brown
- Social interaction- G.H.Mead and Cooley
- Popular and mass culture, circuit of culture, encoding and decoding - Stuart Hall
- Culture and industry – John Fiske

### Chapter- II

(12)

(a) Construction of culture

- Economic
- Political
- Religion
- Technology

(b) Re- representation and media culture

- Language
- Gender
- Race
- Class
- Ethnicity
- Kinship and terminology

Globalisation and cultural studies

- (a) Popular culture- trends, transformation and its impact on society
- (b) Commodification of culture and its impact on lifestyle
- (c) Changing values, ideologies and its relevance in the contemporary society
- (d) Global economic flow, global cultural flows, homogenization and fragmentation, glocalization, creolization, globalization and power
- (e) Digital media culture

Chapter -4 Cultural expressions and media

- Oral traditions- folklore
- Fashions and fad
- Cuisine
- Festivals
- Sports
- Art and Architecture.

References:

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- Chris Baker, "The sage Dictionary of Cultural Studies", Sage Publication.
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- Pramod Nair, "Introduction to Cultural Studies", Viva Books, 2011.
- Keesing Roger and Strathern Andrew: Cultural Anthropology-A Contemporary Perspective, Harcourt Brace,1998
- Ed.During, Simon: The Cultural Studies Reader
- Scupin Raymond: Cultural Anthropology,Wadsworth,2002
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- S.L. Joshi and P.C.Jain: Social Anthropology, Rawat Publications,2001
- Richard Schaefer: Sociology-A Brief Introduction, Tata Mc-Graw Hill Publishing Company Ltd., 2006.
- Johan Hartley and Terence Hawkes: Popular Culture and High Culture-History & Theory.