

**Course: MAJOR +2
Sociology of Popular Culture**

Semester: I	Credits: 2	Subject Code: AMAJCSOC123515	Lectures: 30
--------------------	-------------------	-------------------------------------	---------------------

Course Outcomes:

At the end of this course, learners will have ability to:

- CO1- Articulate the knowledge of concepts and theories related to popular culture
- CO2- Develop an understanding of global forces in the field of popular culture/media
- CO3- Apply critical, reflexive and analytical thinking skills to everyday life
- CO4- Recognize ethical and moral position towards media and role of popular culture/media

Unit 1: Introduction to Popular culture

8

- Defining Popular Culture
- Important concepts-power/culture, everyday
- Theories of popular culture: Marxism, Feminism, Post-colonial

Unit 2: Impact of globalization on Popular culture

15

- Cultural Globalization
 - Cultural Imperialism, Glocalization, McDonaldization
 - Cultural homogenization and Cultural heterogenization
 - Cultural Flows and Globalization
 - Globalization and Hybridization
- Assignment: Class in popular culture or body in popular culture

Recommended Textbooks:




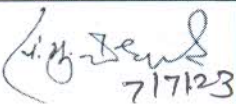
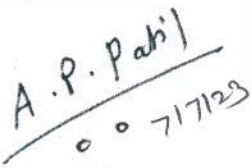

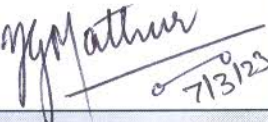

- Imre Szeman, Susie O'Brien, (2017) Popular Culture: A User's Guide, International Edition, Willey-Blackwell, UK
 - Strinati Domnic, (2004), An Introduction to Theories of Popular Culture, Routledge, New York, London
 - Chakraborty Abin (2019), Popular Culture, Orient Blackswan, N. Delhi.
 - Guns and Cruz, (2005), popular Culture-A Reader, Sage publications, London.
- Epathshala PG courses on Media, Culture and Society, Development, Globalisation and Society, Cultural Studies, Media and Globalisation



Board of Studies	Department	Name	Signature
Chairperson (HoD)	Sociology	Dr. Vaishali Diwakar	

Reference Books:

- Bennett and Frow, The Sage handbook of Cultural Analysis, Sage, USA, 2008.

Board of Studies	Name	Signature	
Chairperson (HoD)	Prof. Vaishali Diwakar		
Faculty	Dr. Vaishali Joshi		
Faculty	Ms Manjita Kulkarni		
Subject Expert (Outside SPPU)	Prof. Sandip Choudhary		 717123
Subject Expert (Outside SPPU)	Dr. Anagha Tendulkar	 A.P. Pabli 717123	
VC Nominee (SPPU)	Dr. Chetana Desai		 717123
Industry Expert	Dr. Triveni Mathur	 713123	
Alumni	Ms. Aditi Sarkar		 AJS 717123



Board of Studies	Department	Name	Signature
Chairperson (HoD)	Sociology	Dr. Vaishali Diwakar	