

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

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

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

Unit 2: Impact of globalization on Popular culture

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- 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:




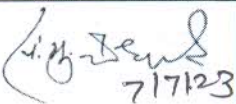
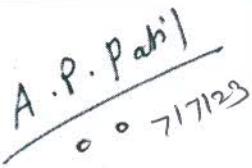

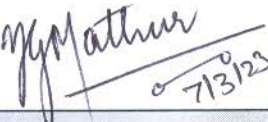

- Imre Szeman, Susie O'Brien, (2017) Popular Culture: A User's Guide, International Edition, Willey-Blackwell, UK
 - Strinati Domnic, (2004), An Introduction to Theories of Popular Culture, Routledge, New York, London
 - Chakraborty Abin (2019), Popular Culture, Orient Blackswan, N. Delhi.
 - Guns and 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



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Reference Books:

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

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