



SOCIOLOGY
Sociology of Culture and Cultural Studies
[Core Course]

Semester III	Credits: 4	Subject Code: MSL32003	Lectures: 60
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Course outcomes:

At the end of this course, the learners will be able to:

- Understand the basic concepts in cultural studies.
- Analyze our everyday practices and their relevance for human interactions.
- Understand the changing contours of consumption, communication processes and food cultures.
- Develop a better theoretical perspectives to understand the interdisciplinary nature of cultural studies

Unit I: Introduction to Cultural Studies	12
<ul style="list-style-type: none"> • Sociology of Culture-Critique • Terminology <ul style="list-style-type: none"> ○ Culture ○ The popular culture ○ The production and consumption of culture ○ Power/Culture • Origins- <ul style="list-style-type: none"> ○ Early Trends- ○ Birmingham Centre/British Cultural studies ○ Internationalization of Cultural Studies • Methods – <ul style="list-style-type: none"> ▪ Circuit of culture – Representation, Identity, Production, Consumption, Regulation ○ Everyday life ○ Audience reception studies 	

Unit II: Introduction to Theories in Cultural Studie	12
<ul style="list-style-type: none"> • Structuralism and post structuralism <ul style="list-style-type: none"> ○ Derrida and difference ○ Michel Foucault and power/knowledge • Marxism <ul style="list-style-type: none"> ○ Marx and Engles ○ Gramsci and hegemonic ideology ○ Althusser and Ideological Apparatuses • Postmodernism 	

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<ul style="list-style-type: none"> ○ Lyotard and the Postmodern condition ○ J. Baudrillard and the Hyperreal ● Feminism <ul style="list-style-type: none"> ○ Basic tenets ○ Postfeminism ○ cyberfeminism ● Queer <ul style="list-style-type: none"> ○ Critique of heteronormative ○ Basic tenets ● Postcolonial <ul style="list-style-type: none"> ○ The category of Man ○ Global cultures and transnationalism 	
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Unit III: Cultures of Consumption	12
<ul style="list-style-type: none"> ● Introduction to Sociology of consumption ● Circuits of consumption <ul style="list-style-type: none"> ○ Representation ○ Identity ○ Production ○ Consumption ○ Regulation ● Spaces of consumption I: The mall <ul style="list-style-type: none"> ○ Spectacle ○ Organization ○ Leisure and Recreation ○ The Other Side of the Mall ● Spaces of consumption II: Online consumption <ul style="list-style-type: none"> ○ The Organization of Choice ○ The Organization of Easiness ○ The Organization of Risk 	

Unit IV: Cultures of Food	12
<ul style="list-style-type: none"> ● Food as sociological phenomenon <ul style="list-style-type: none"> ○ Food as identity ○ Food as power ○ Food cultures and everyday ○ Food as distinction (caste, class, ethnicity, religion, gender) ● Food cultures, Body/health concerns and cultures of wellbeing ● Food cultures and global economy <ul style="list-style-type: none"> ○ Cosmopolitanism and food ○ Marketing ● Food and resistance 	

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- When Did Cooking Become a Spectator Sport?
 - Cultures of cooking shows (TV, Social media)
 - Cultures of food blogs

12 hours for Library work, practical or field work or research purposes

Recommended Text Books:

- Nayar P.,: *An Introduction to Cultural Studies*; Viva, N. Delhi, 2008,2015.
- Sardar Z., Loon B.: *Introducing Cultural Studies*, Icon Books, London, 2007.
- Ryan M. *Cultural Studies: A Practical Introduction*, Willey-Blackwell, London, 2010.
- McGuigan J.: *Cultural Analysis*, Sage, London, 2010.
- Macionis John: *Sociology*, Pearson, New Delhi; 2006. (page nos. 240-248)
- Johnston J., Cairns K., Bauman S.: *Introducing Sociology Using the Stuff of Everyday Life*, Routledge, NY, 2017

Reference Books:

- Barker C.: *Cultural studies-Theory and practice*, Sage The Sage Handbook of Sociology, Sage Publications, N. Delhi, 2003.
- Corrigan P.: *The Sociology of Consumption*, Sage, London, 1998.
- Doring S.: *The Cultural Reader*, Routledge: London, 1993.
- Morley D. and Chen K Edt.: *Stuart Hall-Critical Dialogues in Cultural Studies*, Routledge, London, 1996.
- Nayar P.: *Reading Culture*, Sage, N. Delhi, 2006.
- Oswell D.: *Culture and Society*, Sage, London, 2006.

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Faculty	Dr. Vaishali Joshi	<i>Vaishali Joshi</i> 20/7/20
Faculty	Ms. Manjita Kulkarni	<i>Manjita Kulkarni</i> 20/7/20
Subject Expert (Outside SPPU)	Dr. Anagha Tendulkar	<i>Anagha Tendulkar</i> 20/7/20
Subject Expert (Outside SPPU)	Dr. Vishal Jadhav	<i>Vishal Jadhav</i> 20/7/20
VC Nominee	Dr. Swati Dyahadroy	<i>Swati Dyahadroy</i> 20/7/20
Industry Expert	Dr. Ramesh Awasthi	<i>Ramesh Awasthi</i> 20/7/20
Alumni	Dr. Salma Aziz	<i>Salma Aziz</i> 20/7/20

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