

**M.A. Part II Sociology  
Sociology of Culture and Cultural Studies**

**Semester III**

**Subject Code: MSL 31603**

**Lectures: 60**

**Objectives:**

- To introduce the basic concepts in cultural studies.
- To analyze our everyday practices and their relevance for human interactions.
- To understand the changing contours of consumption and communication processes.

**Unit I: Introduction to cultural studies**

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- Sociology of Culture-Critique
- Terminology
  - Culture
  - The popular culture
  - The production and consumption of culture
  - Power/Culture
- Origins-
  - Early Trends-
  - Birmingham Centre/British Cultural studies
  - Internationalization of Cultural Studies
- Methods –
  - Circuit of culture
    - Representation
    - Identity
    - Production
    - Consumption
    - Regulation
  - Everyday life
  - Audience reception studies

**Unit II: Introduction to Theories in Cultural Studies**

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- Structuralism and post structuralism
  - Derrida and difference
  - Michel Foucault and power/knowledge
  - Spivak and subaltern
- Marxism

<ul style="list-style-type: none"> <li>○ Marx and Engles</li> <li>○ Gramsci and hegemonic ideology</li> <li>○ Althusser and Ideological Apparatuses</li> <li>• Postmodernism             <ul style="list-style-type: none"> <li>○ Lyotard and the Postmodern condition</li> <li>○ J. Baudrillard and the Hyperreal</li> <li>○ Paul Virilio and Hypermodernism</li> </ul> </li> <li>• Feminism             <ul style="list-style-type: none"> <li>○ Basic tenets</li> <li>○ Postfeminism</li> <li>○ cyberfeminism</li> </ul> </li> <li>• queer             <ul style="list-style-type: none"> <li>○ Critique of heteronormative</li> <li>○ Basic tenets</li> </ul> </li> <li>• post-colonial             <ul style="list-style-type: none"> <li>○ The category of Man</li> <li>○ Global cultures and transnationalism</li> </ul> </li> <li>• risk theories             <ul style="list-style-type: none"> <li>○ Ulrich Beck</li> </ul> </li> <li>• post humanism             <ul style="list-style-type: none"> <li>○ Basic tenets</li> </ul> </li> </ul>	
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<p><b>Unit III: Cultures of Consumption</b></p>	<p>12</p>
<ul style="list-style-type: none"> <li>• Introduction to Sociology of consumption</li> <li>• Circuits of consumption             <ul style="list-style-type: none"> <li>○ Representation</li> <li>○ Identity</li> <li>○ Production</li> <li>○ Consumption</li> <li>○ Regulation</li> </ul> </li> <li>• Spaces of consumption I: The mall             <ul style="list-style-type: none"> <li>○ Spectacle</li> <li>○ Organization</li> <li>○ Leisure and Recreation</li> <li>○ The Other Side of the Mall</li> </ul> </li> <li>• Spaces of consumption II: Online consumption             <ul style="list-style-type: none"> <li>○ The Organization of Choice</li> <li>○ The Organization of Easiness</li> <li>○ The Organization of Risk</li> </ul> </li> </ul>	

**Unit IV: Cultures of Communication**

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- The circuit of communication
  - Representation
  - Identity
  - Production
  - Consumption
  - Regulation
- The new cultures of communication
  - new geographies
  - surveillance
  - risk
  - leisure

**Assignments and library hours – 12 hours**

**Recommended Text Books:**

1. Nayar P., 2008, 2015: An Introduction to Cultural Studies; Viva, N. Delhi.
2. Sardar Z., Loon B., 2007: Introducing Cultural Studies, Icon Books, London
3. Ryan M. 2010, Cultural Studies: A Practical Introduction, Willey-Blackwell, London
4. McGuigan J., 2010: Cultural Analysis, Sage, London

**Reference Books:**

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