



Sociology
Sociology of Popular Culture
[Discipline Specific Course]

Semester: III	Credits: 3	Subject Code: A32113	Lectures: 48
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Course Outcomes:

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

- Develop the knowledge of concepts related to popular culture and provide basic knowledge of methods used in the field of media
- Know various interdisciplinary fields related to media and popular culture
- Develop an understanding of global forces in the field of popular culture/media
- Apply various non-conventional texts like films, art forms and social media
- Foster critical, reflexive and analytical thinking skills in media
- Develop multicultural and plural sensitivities towards diversity of cultures and perspectives on culture
- Develop ethical and moral stand towards media and role of popular culture/media

Unit 1: Defining Popular Culture	12
<ul style="list-style-type: none"> • What/Who Defines the Popular? • What Is Popular Culture? • Folk Culture and Mass Culture • The Politics of Popular Culture • Why Study Popular Culture? 	
Unit 2: Theories of Popular Culture	12
<ul style="list-style-type: none"> • Marxism: Gramsci, Marxism and popular culture • Structuralist approaches: Roland Barthes and Mythologies • Feminism and popular culture: Feminist analysis of popular culture • Postmodernism: Contemporary popular culture and postmodernism 	
Unit 3: Reading Popular Culture	12
<ul style="list-style-type: none"> • Television • Bollywood cinema: Nation in Bollywood cinema • Social media 	
Unit 4: Globalization and Popular Culture	12

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- Global media as an agency of globalization
- Syncretism in global culture
- Control of MNCs over global information flow as well as entertainment
- Impact on youth in respect of values, consumerism, food preferences, fashions and entertainment

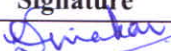
12 hours for Library work, practical or field work or research purposes

Recommended Text Books:

- Imre Szeman, Susie O'Brien, (2017) *Popular Culture: A User's Guide*, International Edition, Willey-Blackwell, UK
- Strinati Dominic, (2004), *An Introduction to Theories of Popular Culture*, Routledge, NewYork, London
- Chakraborty Abin (2019), *Popular Culture*, Orient Blackswan, N. Delhi.
- Guns and Cruz, (2005), *Popular Culture-A Reader*, Sage publications, London.

Reference Books:

- Heyward Susan, 2004. *Key Concepts in Cinema Studies*, Routledge,UK.
- O'Shaughnessy Michael,2001. *Media and Society- An Introduction*, Oxford, UK
- Downing, 2004. *Sage handbook of Media Studies*, Sage, USA.
- Silvio Waisbord, (2002), *Media Sociology: A Reappraisal*, Polity, London

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Sociology
Sociology of Gender
[Discipline Specific Course]

Semester: III	Credits: 3	Subject Code: A42113	Lectures: 48
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Course Outcomes:

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

- Build a strong and sound theoretical foundation in Sociology of gender
- Inculcate critical thinking skills
- Empathize and solve gender related issues in their lives
- Identify women's rights as human rights
- Develop multicultural and plural sensitivities about gender issues
- Adapt an ethical approach to understanding gender realities
- Foster a more balanced approach to understanding Indian society
- Carry out gender related research

Unit 1: Theorizing Gender	12
<ul style="list-style-type: none">• The social construction of gender• Understanding gender spectrum• Understanding patriarchy, caste, and gender through-an Intersectionality lens	

Unit 2: Understanding Sexualities	12
<ul style="list-style-type: none">• Understanding Sexualities :Themes and perspectives<ul style="list-style-type: none">○ Modernity and Normative Sexualities○ Sexuality as desire○ Anxieties of Control• Counter Hegemonies• Masculinities• Campaign Document	

Unit 3: Political Economy: Gender Perspective	12
<ul style="list-style-type: none">• Concept of work and domestic work<ul style="list-style-type: none">○ Defining work○ domestic work as work○ Measuring domestic work• Gender and development<ul style="list-style-type: none">○ Development: Meaning and concept	

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<ul style="list-style-type: none"> ○ Alternative perspectives (WID, WAD, GAD) ○ Women, Environment, and development ○ Indian state, development planning and gender 	
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Unit 4: Democratic Movements: From Gender Perspective	12
<ul style="list-style-type: none"> ● Gender and Democratic movements <ul style="list-style-type: none"> ○ Post-independence period ○ Contemporary period ● Gender and human rights <ul style="list-style-type: none"> ○ Human rights: emergence and meaning ○ Women's Rights and Human rights: International perspective ● Women and human rights: The Indian situation 	

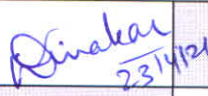
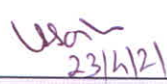
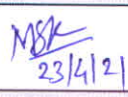
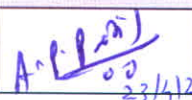
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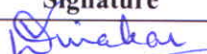
Recommended Text Books:

- Menon Nivedita, Edt. (2007). *Sexualities, Kali for Women*, N. Delhi.
- Menon Nivedita, (2012). *Seeing Like a Feminist*, Zubaan, N. Delhi.
- Bhasin Kamala, (2000). *Understanding gender, kali for women*, N. Delhi
- Khullar mala edt.(2005). *Writing the Women's Movement- A Reader*, Zubaan, New Delhi

Reference Books:

- Tambe A. and Dyahadroy S. (ed) (2009): *Social Empowerment of Women*, Krantijyoti Savitribai Phule Women's Studies Centre, Pune
- Tambe A. and Dyahadroy S. (ed) (2009): *Women's Movement and Organization*, Krantijyoti Savitribai Phule Women's Studies Centre, Pune
- Tambe A. and Dyahadroy S. (ed) (2009): *Women, Law and Politics*, Krantijyoti Savitribai Phule Women's Studies Centre, Pune
- Wharton A. S. (2005). *Sociology of Gender*, Blackwell

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(SYBA 2021-2024)

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