

TYBA Paper XI and Paper XII:

UNIVERSITY OF MUMBAI

University of Mumbai

Syllabus for T.Y.B.A. English

Program: B.A.

Course: Popular Culture

Course Codes: UAENGC503&UAENGC603

(75+25 Examination Pattern)

(Credit Based Semester and Grading System with effect from the academic year,
2014-15)

1. Syllabus as per Credit Based Semester and Grading System:

- i) Name of the Programme : B.A.
- ii) Course Code : UAENGC503&UAENGC603
- iii) Course Title : TYBA English
Popular Culture

iv) Semester wise Course Contents : Enclosed the copy of syllabus

v) References and Additional References: Enclosed in the Syllabus

vi) Credit Structure : No. of Credits per Semester – 04

vii) No. of lectures per Unit :

viii) No. of lectures per week : 04

2. Scheme of Examination : 4 Questions of 15 marks each

3. Special notes , if any : No

4. Eligibility , if any : No

5. Fee Structure : As per University Structure

6. Special Ordinances / Resolutions if any : No

Syllabus for TYBA Literature Paper XI and Paper XII

(to be implemented from 2013-2014 onwards)

Objectives of the Course

1. To examine the major theories of Popular Culture and equip students with tools to analyse culture and selected cultural texts.
2. To develop an understanding the role of the media in contemporary society.
3. To foster a critical understanding of how the media is influencing the culture and society in India

Popular Culture: Semester Five	
Course Code:UAENGC503	4 Credits

Semester V

TOPICS:

Unit I) Defining Popular Culture,High Culture and Low Culture,Folk Culture

The rationale for the study of Popular Culture

Dismantling the Canon

Literary toCultural Studies

Unit II) Feminist Approaches to understanding the role of gender and sexualityin

Popular Culture: Laura Mulvey,Janice Radway,Tanya Modleski

Representation of Gender in TVSerials, Novels(Romance,Chicklit,Others),Films

Unit III) Decoding Advertisements:

Signifier/signified/sign/denotation/connotation-Saussure's model as used by Barthes

The Semiotics of advertising –Structuralist and Poststructuralist – Roland Barthes

Theory of Interpellation – LouisAlthusser

Deconstructing/Decoding Advertisements of Products and Services to unearth connotations that carry social and cultural relevance.

Unit IV) Genre Based: Semiotics and Narratology

Children’s Literature,

Fantasy,

Sci-fi

Graphic Novel

Comics

Manga

Evaluation

A) Internal Assessment – 25%

25 Marks

Sr.No.	Particulars	Marks
1	Two periodical class tests to be conducted in the given semester	20 Marks
2	Overall conduct as a responsible student, mannerism and articulation and exhibit of leadership qualities in organizing related academic actives	05 Marks

Test: 20 marks: Could be based on the theories listed in **topics I to IV**

Questions for the class test should be either short notes or essays

B) Pattern for Semester End examination (Semester –V)

Q.1. Short Notes: 2 out of 4 (15 Marks) from Unit 1

Q.2. Essay Question: 1 out of 2 (15Marks) from Unit II

Q.3. Essay Question: 1 out of 2 (15Marks) from Unit III

Q.4. Short Notes: 2 out of 4 (15 Marks) from Unit III

Q5.Short Notes: 2 out of 4 (15 Marks) from Unit IV

Reference Material:

Storey, John; *Inventing Popular Culture: from Folklore to Globalization*. Oxford: Blackwell Pub, (2003)

Strinati, Dominic; *An introduction to theories of Popular Culture*. London: Routledge, (1995).

Weaver, John A.; *Popular Culture Primer*. New York: Peter Lang Publishing, Inc (2005).

Parker, Holt N.; "Toward a Definition of Popular Culture." In *History and Theory* 50: 147-170. (2011).

Collins, Jim; *How Literary Culture Became Popular Culture*

Hall, Stuart; *Critical dialogues in cultural studies*. New York

Kaptan.S and Subramanian.V. (2001). *Women in Advertising*. Jaipur: Book Enclave.

Unnikrishnan, Namita ;Bajpai, Shailaja. *The Impact of Television Advertising on Children*. New Delhi: Sage Publications(1996)

Case Study of Indian Popular Cinema - R. Vasudevan

'An Intelligent Critic's Guide to Indian Cinema' - A. Nandy

Companion Website for Common Culture. Common Culture: Reading and Writing About American Popular Culture Fifth Edition.Eds.. Michael Petracca, Madeleine Sorapure... The Following Articles:

"The Cult You" by KalleLasn

"Advertising's Fifteen Basic Appeals" by Jib Fowles

“How Advertising Informs to Our Benefit” by John E. Calfee

“Sex, Lies, and Advertising” by Gloria Steinem

Semester VI

Course Code:UAENGC603

4 Credits

TOPICS:

Unit I) Culture Industry

A Critique of Mass Culture

Frankfurt School

False Needs Vs Real Needs

Commodity Fetishism

Material Culture

Brand building

Elite Culture as an instrument of social control

UnitII)Marxist perspectives of the media

Dissemination of the news

Infotainment

Capitalist driven media

SocialActivism

Concepts of hegemony,ideology,dominance –Lukacsand Gramsci

Print and Electronic Media.

Unit III) Globalization: The post modern condition –Lyotard

Post modern identity and pop culture in a globalised India

Urban Spaces-Class,Community,Caste, Gender, Family in Crisis

Urban Legends

Mythic characters in popular culture

Unit IV) Culture and Coolness:

Social Networking, Techno-culture, Cyberspace, Virtual Reality

Evaluation

A) Internal Assessment – 25%

25 Marks

Sr.No.	Particulars	Marks
1	Two periodical class tests to be conducted in the given semester	20 Marks
2	Overall conduct as a responsible student, mannerism and articulation and exhibit of leadership qualities in organizing related academic actives	05 Marks

Test: 20 marks: Could be based on the theories listed in topics I to IV

Questions for the class test should be either short notes or essays

B) Question Pattern for Semester end I examination (Semester -VI)

Q.1. Short Notes: 2 out of 4 (15 Marks)from Unit-I

Q.2. Essay Question: 1 out of 2 (15 Marks) from Unit- II

Q.3. Essay Question: 1 out of 2 (15 Marks) from Unit -III

Q.4. Short Answers: 2 out of 4 (15 Marks) from Unit III

Q5.Short Answers: 2 out of 4 (15Marks) from Unit IV

IDOL (Distance Education) students are to attempt five questions of twenty marks each, opting a minimum of two questions from each section. Questions forming one semester for regular students will form one section in IDOL question paper. Duration will be three hours.

Reference Material:

Companion Website for Common Culture. Common Culture: Reading and Writing About American Popular Culture Fifth Edition. Eds.. Michael Petracca, Madeleine Sorapure... The Following Articles:

"The Self in the Age of Information "by Kenneth Gergen

*"Breaking Down Borders: How Technology Transforms the Private and Public Realms"
by Robert Samuels*

"Our Cell Phones, Ourselves" by Christine Rosen

*"Let the Games Begin: Gaming Technology and Entertainment among College Students"
by Steve Jones*

*"Playing War: The Emerging Trend of Real Virtual Combat in Current Video Games" by
Brian Cowlshaw*

"Weblogs: A History and Perspective" by Rebecca Blood

"Borg Journalism" by John Hiler

Reading List

- Dwyer, Rachel and Divya Patel, Cinema India :Visual Culture of Hindi Films.OUP ,New Delhi.2002
- Gehlawat, Ajay, Reframing Bollywood.Theories of Popular Hindi Cinema.SAGE Publications India Pvt Ltd. 2010.

- Lal ,Vinay and Ashis Nandy ,Fingerprinting Popular Culture.The Mythic and the Iconic in Indian Cinema.Oxford University Press.New Delhi .2006.
- Prasad,M.Madhava, Ideology of the Hindi Film.A Historical Construction.OUP.2006
- Vasudevan, Ravi.S. Making Meaning in Indian Cinema.OUP.New Delhi 2000.
- Appadurai, A.; *Modernity at Large: Cultural Dimensions of Globalisation*. Delhi: Oxford University Press(1997)
- Gokulsing, K. M. and W. Dissanayake (Eds.) *Popular Culture in a Globalised India*. Oxon & New York: Routledge (2009).
- Grindstaff, Laura; “Culture and Popular Culture: A Case for Sociology.” In *Annals of the American Academy of Political and Social Science*, 619: 206-222. (2008).
- Guins, Raiford et al (eds.) *Popular Culture: a Reader*. London: Sage Pub (2005).
- Harrison, Sylvia;*Pop Art and the Origins of Post-Modernism*. Cambridge: Cambridge University Press. (2003).
- Hermes, Joke; *Re-reading Popular Culture*. Oxford: Blackwell Pub. (2005)
- Hinds, Harold E. et al. (eds.) *Popular Culture: Theory and Methodology*. Wisconsin: University of Wisconsin Press (2006).
- Kasbekar, Asha. *Pop Culture India! Media, Arts and Lifestyle*. Santa Barbara: ABC-Clio. (2006).
- Parker, Holt N. “Toward a Definition of Popular Culture.” In *History and Theory* 50: 147-170(2011)..
- Rege, Sharmila; “Conceptualising Popular Culture: The *Lavni* and *Pawdai* Maharashtra,” *Economic and Political Weekly*. **37** (11): 1038 – 1047. (2002)..
- Ryan, Mary; “Trivial or Commendable? : Women’s Writing, Popular Culture, and Chick Lit” in *452°F*, Electronic journal of theory of literature and comparative literature, 3: 70-84, <<http://www.452f.com/index.php/en/mary-ryan.html> > [Accessed on: 1st Oct. 2011] . (2010)
- Storey, John. *Inventing popular culture: from folklore to globalization*. Oxford: Blackwell Pub (2003).

- Strinati, Dominic ;*An Introduction to Theories of Popular Culture*. London: Routledge. . (1995).
- Weaver, John A. *Popular culture primer*. New York: Peter Lang Publishing, Inc. (2005).
- Chomsky Noam; *Manufacturing Consent: The Political economy of the mass media*. London: Vintage Publishesr (1994).
- Kaptan.S and Subramanian.V.;*Women in Advertising*. Jaipur: Book Enclave (2001).
- Kasbekar A.R. *Pop culture India! Media, Arts, and Lifestyle (Popular Culture in the Contemporary World.)* Santa Barbara: ABC CLIO (2006).
- Unnikrishnan, Namita ;Bajpai, Shailaja. (1996). *The Impact of Television Advertising on Children*. New Delhi: Sage Publications.

Articles for reference:

- ‘Tales of Sound and Fury: Observations on Family Melodrama’ – T. Elsaesser
- ‘Towards a Definition of Popular Culture’ – L. Fiedler
- ‘Encoding/Decoding’ – S. Hall
- ‘Culture Industry: Enlightenment as Mass Deception’ – T. Adorno and M. Horkheimer
- ‘Culture Industry Reconsidered’ – T. Adorno
- ‘Myth Today’ – R. Barthes
- ‘The Politics of Cultural Address in a “Transitional” Cinema:
- A Case Study of Indian Popular Cinema – R. Vasudevan
- ‘An Intelligent Critic’s Guide to Indian Cinema’ – A. Nandy

Syllabus prepared by:

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