

# SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE (AUTONOMOUS)



**BOARD OF STUDIES:** MEDIA AND MASS COMMUNICATION  
**PROGRAMME:** B.COM (ACCOUNTING AND FINANCE)  
**SEMESTER:** IV  
**NOMENCLATURE OF THE COURSE:** CULTURAL STUDIES  
**NEP Vertical:** OPEN ELECTIVE (O.E)  
**Credit:** 02

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



<b>Programme</b>	B.COM (ACCOUNTING AND FINANCE)
<b>Nomenclature of the Course</b>	Cultural Studies
<b>Total Marks</b>	50 MARKS
<b>Semester</b>	IV
<b>Academic year</b>	2025-2026

**Learning Objectives:**

- To showcase how cultural studies theory can be applied to new contexts and practices that are significant in everyday life.
- To provide students with the skills to comprehend and express themselves as cultural individuals by understanding fundamental concepts and methodologies within the field.

**Course outcomes:**

- Students will exhibit knowledge of historical foundations, current issues, and key texts in cultural studies.
- Students will be able to develop a critically sharp outlook towards reading and understanding aspects of cultures.

<b>Unit</b>	<b>Course Content</b>	<b>Andragogy</b>	<b>No of Lectures</b>
<b>1</b>	<p><b>Overview of cultural studies:</b></p> <ul style="list-style-type: none"> <li>• Evolution, meaning, need and significance for cultural studies</li> <li>• Key concepts: Commodification, Representation, materialism, Power, Popular culture, subjectivity and identity, Non-reductionism and Articulation</li> <li>• Culture, Ideology, and Power: Understanding Hegemony (Antonio Gramsci)</li> <li>• Traditional Culture expressions: Fashion, Folklore, Cuisine, Festivals, Sports, Arts and Architecture.</li> <li>• Constructs of culture: Social, Economic, Political, religion and Technology</li> </ul>	Lectures/ Presentations	<b>15</b>
<b>2</b>	<p><b>Popular Culture and its impact</b></p> <ul style="list-style-type: none"> <li>• Popular Culture: High culture vs. Mass culture</li> <li>• Media, Consumerism, and Globalization: The Rise of Pop Culture</li> <li>• Representation of cultural constructs: Language, Race, Ethnicity, Class, Gender and queer</li> <li>• Fan Culture, Subcultures, and Digital Communities</li> </ul>	Lectures/ Presentations / Screenings	<b>15</b>

	<ul style="list-style-type: none"> <li>• The Politics of Popular Culture: Resistance and Appropriation</li> </ul>		
--	---	--	--

### SUGGESTED READINGS

1. Baldwin, E., & McCracken, S. (2014). *Introducing cultural studies*. Routledge.
2. Hall, S. (1980). Cultural studies: Two paradigms. *Media, culture & society*, 2(1), 57-72.
3. Hall, S. (2003). Cultural Studies and the Centre: some problematics and problems\*. In *Culture, media, language* (pp. 2-35). Routledge.
4. Delaney, T. (2007). Pop culture: An overview. *Philosophy now*, 64(5).
5. Fiske, J. (2010). *Understanding popular culture*. Routledge.
6. Rosaldo, M. Z., Lamphere, L., & Bamberger, J. (1974). *Woman, culture, and society* (Vol. 133). Stanford University Press.
7. Alexander, J. C., & Seidman, S. (Eds.). (1990). *Culture and society: Contemporary debates*. Cambridge University Press.

### Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	<b>TOTAL</b>	<b>20</b>

### Term End Examinations (TEE) Question Paper Pattern

Question No.	Description	Total Marks
1	A. Full Length Theory Question <b>OR</b>	12
	B. Full Length Theory Question	12
2	A. Full Length Theory Question <b>OR</b>	12
	B. Full Length Theory Question	12
3	Short Notes (Any 2 out of 3) <b>OR</b> Case Study	6
	<b>TOTAL</b>	<b>30</b>