

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



BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION

PROGRAMME: BCom (MS)

SEMESTER: IV

NOMENCLATURE OF THE COURSE: Cultural Studies

NEP Vertical: Open Elective (OE)

Credit: 02

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



Programme	BCom (MS)
Nomenclature of the Course	Cultural Studies
Total Marks	50 Marks
Semester	IV
Academic year	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.

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

	The Politics of Popular Culture: Resistance and Appropriation		
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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
	TOTAL	20

Term End Examinations (TEE) Question Paper Pattern

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