

Government Degree College Baramulla

Semester 8

Major Course

Department of English
Research & Honors in English

Title: Cultural Studies
Credits (4+2): Theory 04, Tutorial -02)

Code: ELRC1822M/ ELRR1822M
Contact hours: 60 (T) + 30 (T)

Note for Teachers, Students and Paper Setters:

The essays prescribed here, whether translated or otherwise, are taken from the books mentioned alongside. Kindly adhere strictly to the prescribed texts.

UNIT I: Foundations of Cultural Studies

- **Raymond Williams** – “Culture is Ordinary” (From *Cultural Theory: An Anthology*, edited by Imre Szeman and Timothy Kaposy, Wiley-Blackwell, 2011, pp. 53–59.)
- **Richard Hoggart** – *The Uses of Literacy*: “Them and Us”; Them: Self-Respect, “Us – The Best and the Worst of It” (From Hoggart, Richard. *The Uses of Literacy*. Penguin Books, 1957, pp. 72–91.)

UNIT II: Ideology and Power

- **Antonio Gramsci** – On Hegemony (From *Cultural Theory: An Anthology*, edited by Imre Szeman and Timothy Kaposy, Wiley-Blackwell, 2011, pp. 188-200)
- **Louis Althusser** – “Ideology and Ideological State Apparatuses” (From *Cultural Theory: An Anthology*, edited by Imre Szeman and Timothy Kaposy, Wiley-Blackwell, 2011, pp. 203-221)

UNIT III: Representation and Media

- **Stuart Hall** – “Encoding/Decoding” (From *The Cultural Studies Reader*, edited by Simon During, Routledge, 1999, pp. 90–103.)
- **Laura Mulvey**– “Visual Pleasure and Narrative Cinema.” (From *Movies and Methods: An Anthology*, vol. 2, edited by Bill Nichols, University of California Press, 1976, pp. 303–315.)

UNIT IV: Globalism and Everyday Myths

- **Roland Barthes** – *Mythologies* “The World of Wrestling” (pp. 13–23); “Soap-Powders and Detergents” (pp. 35–37); “Toys” (pp. 53–55). [From Barthes, Roland. *Mythologies*. Translated by Annette Lavers. Hill and Wang, 1972.]
- **Arjun Appadurai** – “Disjuncture and Difference in the Global Cultural Economy” (From *Cultural Theory: An Anthology*, edited by Imre Szeman and Timothy Kaposy, Wiley-Blackwell, 2011, pp. 282-294)

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Tutorial (2 Credits)

Objectives of the Tutorial

- To introduce students to key concepts of cultural studies such as ideology, hegemony, and representation.
- To enable students to apply these concepts to everyday life, institutions, and media texts.
- To develop critical thinking through analysis of films and contemporary cultural practices.

Learning Outcomes: By the end of this tutorial, students will be able to:

- Analyze everyday cultural practices and institutions using cultural studies frameworks.
- Critically interpret films and media in terms of ideology, representation, and power.
- Demonstrate analytical skills through written responses, discussions, and presentations.

CHAPTER I: Culture, Ideology, and Everyday Life

Core Focus: Applying foundational concepts from cultural studies to everyday practices, language, class, and ideology.

Tutorial Themes

- Culture in everyday life (food, language, habits)
- “Common sense” as ideology
- Class distinctions: “Them and Us” in contemporary society
- Institutions (education, media, family) as ideological structures

Activities

- Short response papers applying theory to local context
- Group discussion: Identify hegemonic ideas in media or education
- Classroom debate: Is culture democratic or controlled?

CHAPTER II: Film, Media, and Representation

Core Focus: Understanding representation, ideology, and spectatorship through cinema.

Prescribed Film Texts (Illustrative Pairing)

Hollywood

- *The Social Network* (*Ideology, power, capitalism*) **OR** *The Dark Knight* (*Myth, heroism, moral ambiguity*)

Bollywood

- *3 Idiots* (*Education system as ISA, ideology*) **OR** *Article 15* (*Caste, hegemony, ideology*)

Tutorial Themes

- Encoding/decoding in film narratives
- Representation of gender (Male gaze analysis)
- Cinema as ideology (education, class, power)
- Myth-making in popular cinema (heroes, nationalism, success)

Activities

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- Scene analysis using theoretical frameworks
- Comparative study: Hollywood vs Bollywood narratives
- Group presentations on ideology in selected films
- Short film review using concepts like “gaze,” “hegemony,” or “myth”

Suggested Readings

1. Appadurai, Arjun. *Modernity at Large: Cultural Dimensions of Globalization*. University of Minnesota Press, 1996.
2. Barker, Chris, and Emma A. Jane. *Cultural Studies: Theory and Practice*. Sage Publications, 2016.
3. Barthes, Roland. *Mythologies*. Translated by Annette Lavers, Hill and Wang, 1972.
4. Chakrabarty, Dipesh. *Provincializing Europe: Postcolonial Thought and Historical Difference*. Princeton University Press, 2000.
5. During, Simon, editor. *The Cultural Studies Reader*. Routledge, 1999.
6. Hall, Stuart, et al. *Culture, Media and Language*. Routledge, 1980.
7. Hoggart, Richard. *The Uses of Literacy*. Penguin Books, 1957.
8. Nayar, Pramod K. *An Introduction to Cultural Studies*. Viva Books, 2008.
9. Ryan, Michael. *Cultural Studies: A Practical Introduction*. Wiley-Blackwell, 2010.
10. Storey, John. *Cultural Theory and Popular Culture: An Introduction*. Routledge, 2018.
11. Szeman, Imre, and Timothy Kaposy, editors. *Cultural Theory: An Anthology*. Wiley-Blackwell, 2011.
12. Williams, Raymond. *Keywords: A Vocabulary of Culture and Society*. Oxford University Press, 1983.