

| | | | | | |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Course Title | INTRODUCTION TO CULTURAL STUDIES | | | | |
| Type of Course | Minor | | | | |
| Semester | III | | | | |
| Academic Level | 200-299 | | | | |
| Course Details | Credit | Lecture per week | Tutorial per week | Practical per week | Total Hours |
| | 4 | 4 | - | - | 60 |
| Pre-requisites | Basic language proficiency and critical thinking skills.Familiarity with Cultural Concepts. | | | | |
| Course Summary | This course provides an overview of Cultural Studies, covering foundational texts, key concepts, and case studies. Through readings and activities, students explore the evolution of Cultural Studies, analyze key concepts like Body and Globalization, examine Culture Industries, and also delve into Cultural Studies in South Asia. By the end of the course, students gain analytical skills to understand and critique cultural phenomena in diverse contexts. | | | | |

Course Outcomes (CO):

| CO | CO Statement | Cognitive Level* | Knowledge Category# | Evaluation Tools used |
|--|--|------------------|---------------------|---|
| CO1 | Interpret the intricacies of daily life shaped by diverse cultural practices. | U | C | Task Completion Debates Discussion In-class Discussion Written Test |
| CO2 | Foster critical reasoning skills and social/cultural awareness to their fullest extent. | Ap | P | Debates Discussion Presentation Writing Assignments Written Test |
| CO3 | Cultivate a critical mindset to analyse entrenched cultural phenomena like nationality, class, gender, ideology, ethnicity, etc. | An | P | Writing Assignments Seminar/Speech Presentation In-class discussion Peer Assessment |
| CO4 | Evaluate societal frameworks by questioning differing ideological stances. | E | M | Interactive Tasks Debates Discussion Written Test Seminars |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) | | | | |
| # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) | | | | |

Detailed Syllabus

| Module | Unit | Content | Hours | Marks |
|--------|----------------------------------|---|-------|-------|
| I | Introduction to Cultural Studies | | 8 | 10 |
| | 1. | <i>Introducing Cultural Studies</i> by Ziauddin Sardar, and Borin Van Loon. pp-(3-24) | 4 | |
| | 2 | Colin Sparks- The Evolution of Cultural Studies (pp. 14-30) from <i>What is Cultural Studies? : A Reader</i> Edited by John Storey | 4 | |
| | | <p>Suggested Activities:</p> <p>Instruct students to create a conceptual map or diagram illustrating the central themes, key concepts, and historical developments discussed in their assigned readings. Provide time for groups to collaborate and construct their visual representations. Then, have each group present their conceptual map to the class, explaining the connections between different ideas and the evolution of cultural studies as outlined in the text. Encourage discussion and critical reflection on the presented concepts and their implications for understanding culture and society.</p> | | |
| II | Key Concepts | | 20 | 20 |
| | 3 | Body | 2 | |
| | 4 | Consumption | 2 | |
| | 5 | Discourse | 2 | |
| | 6 | Fundamentalism | 2 | |
| | 7 | Ideology | 2 | |
| | 8 | Resistance | 2 | |

| | | | | |
|--|----|---|---|--|
| | 9 | Indigenous | 2 | |
| | 10 | Multiculturalism | 2 | |
| | 11 | Postcolonialism | 2 | |
| | 12 | Globalization | 2 | |
| | | Core text: <i>New Keywords: A Revised Vocabulary of Culture and Society</i> (2005) eds. Tony Bennet etal. | | |
| | | <p>NOTE: These concepts must be taken as starting points for discussions on various social and cultural issues familiar to the students.</p> <p>Suggested Activities:</p> | | |

| | | | |
|-----|--|---|----|
| | Provide excerpts from cultural texts or media and ask students to analyze them for underlying themes, values, or ideologies. Create a comparative analysis activity where students examine how different cultures approach similar concepts (e.g., family structure, gender roles) and identify similarities and differences. | | |
| III | Culture Industries | 8 | 20 |
| | 13 Media/ New Media Beware online "filter bubbles" Eli Pariser | 1 | |
| | 14 Science & Technology - Case Study: “Robots, Minds and Society” from <i>Science, Technology and Society: A Sociological Approach</i> -Wenda K. Bauchspies etal (pp. 107-110) | 2 | |
| | 15 ”Introducing Cyber-Culture” by Mona Baker from <i>Web. studies: Rewiring Media Studies for the Digital Age</i> , edited by David Gauntlett (OUP, 2000): 19-30. https://www.monabaker.org/2014/12/17/introducing-cyberculture/ | 2 | |

| | | | |
|---------|---|----|----|
| | 16 Art Forms - “The Politics and Poetics of Porattukali” by Haritha Vijayakumaran https://www.ijmra.us/project%20doc/2019/IJRSS_MAY2019/IJRSS%20May19%20Special%20issue.pdf | 1 | |
| | 17 Thiruvathirakkali / Kaikottikali, Traditional Kerala Dance Form(Natyasutra) Thiruvathirakkali / Kaikottikali, Traditional Kerala Dance Form Performed During Onam Thiruvathira | 1 | |
| | 18 Places of Consumption- McDonaldization by George Ritzer https://www.oxfordreference.com/display/10.1093/oi/authority.20110803100143883 | 1 | |
| | Suggested Activities: Watch https://youtu.be/gDyvR1cO8-8?feature=shared and write on the evolution of cyberculture. Discussions on video games and the avatars as culture at play. Collect details of High art and Low art and compare both. | | |
| IV | Culture Studies In South Asia | 12 | 20 |
| | 19 Homi K. Bhabha- Third Space & Mimicry | 4 | |
| | 20 Edward Said- Orientalism | 2 | |
| T 21 | Short Story <i>The Wedding Suit</i> by Ismat Chughtai | 3 | |
| | 22 Satyajit Ray – <i>Two</i> https://youtu.be/zACGLjd9JNY?si=rM0ZcVLqwZGcVj1S | 3 | |

| | | | |
|---|---|----|----|
| | <p>Core text: Peter Brooker - <i>A Glossary of Cultural Theory</i></p> <p>Suggested Activities :</p> <ol style="list-style-type: none"> 1. Discuss how these concepts manifest in contemporary Indian society and culture, providing examples from literature, film, and everyday life. 2. Encourage students to draw connections between Bhabha's and Said's theories and colonial/postcolonial experiences in India. 3. Facilitate a screening of Ray's film followed by a discussion on the representation of cultural diversity, exploring how characters navigate their dual identities and negotiate belonging in a multicultural society. | | |
| V | <p>Open Module</p> <p>Multimedia assignment - Students explore contemporary cultural phenomena using concepts from the syllabus such as ideology, globalization, and resistance. Through research and analysis, they create engaging presentations that convey their findings creatively.</p> | 12 | 10 |

Mapping of COs with PSOs and POs :

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|------|------|------|------|------|------|-----|-----|-----|-----|-----|-----|-----|
| CO1 | - | - | 3 | - | 2 | 1 | - | - | - | - | 2 | 1 | - |
| CO2 | 2 | - | 3 | - | - | 1 | - | 1 | - | - | - | 2 | - |
| CO3 | 1 | 1 | 2 | - | - | 2 | 3 | - | - | - | - | - | 2 |
| CO4 | 3 | - | 3 | - | 2 | 3 | 2 | 3 | - | - | 1 | 3 | 1 |

Correlation Levels:

| Level | Correlation |
|-------|--------------------|
| - | Nil |
| 1 | Slightly / Low |
| 2 | Moderate / Medium |
| 3 | Substantial / High |

Assessment Rubrics:

Quiz / Assignment// Discussion / Seminar/Presentation (20%)

Written Test (10%)

Final Exam (70%)

Mapping of COs to Assessment Rubrics :

| | Internal Exam | Assignment | Project Evaluation | End Semester Examinations |
|------|---------------|------------|--------------------|---------------------------|
| CO 1 | ✓ | ✓ | | ✓ |
| CO 2 | ✓ | ✓ | | ✓ |
| CO 3 | ✓ | ✓ | | ✓ |
| CO 4 | ✓ | ✓ | | ✓ |

Core Reading

What is Cultural Studies? : A Reader Edited by John Storey

New Keywords: A Revised Vocabulary of Culture and Society(2005) eds. Tony Bennet etal. Brooker, Peter. *A Glossary of Cultural Theory*. Arnold Publishers, 2003

Sardar, Ziauddin, and Borin Van Loon. *Introducing Cultural Studies*. Edited by Richard Appignanesi, Icon Books,2004

Suggested Reading

Hitchcock, Louise A. *Theory for Classics: A Student's Guide*. Routledge Taylor and Francis Group, 2008.

Sim, Stuart, and Borin Van Loon. *Introducing Critical Theory*. Edited by Richard Appignanesi, Icon Books, 2004.

Simons, Jon, editor. *Contemporary Critical Theorists: From Lacan to Said*. 2004. Edinburgh UP / Atlantic Publishers, 2005.

Eagleton, Terry. *The significance of Theory*. Basil Blackwell, 1990.

Barry, Peter. *Beginning Theory: An Introduction to Literary and Cultural Theory*. Manchester UP, 2006. Nayar, Pramod K. *An Introduction to Cultural Studies*. Viva Books, 2016

---. *Postcolonial Literature: An Introduction*. Pearson, 2008.

Essential Essays, Volume 1: Foundations of Cultural Studies- Stuart Hall
Culture and Society- Raymond Williams