

CIRCULAR:-

A reference is invited to the Ordinances, Regulations and syllabi relating to the B. A. degree course vide this office Circular No. UG/ 219 of 2007 dated 21st May, 2007 and the Principals of the affiliated colleges in Arts and the Professor-cum-Director, Institute of Distance Education are hereby informed that the recommendation made by the Board of Studies in English at its meeting held on 4th April, 2008 has been accepted by the Academic Council at its meeting held on 15th April, 2008 vide item No. 4.93 and that in accordance therewith, the syllabus in the subject of English Literature Paper-VI Popular Culture (Optional) at the T.Y.B.A. examination is revised as per Appendix and that the same has been brought into force with effect from the academic year 2008-2009.

MUMBAI-400 032

2nd August, 2008

PRIN.K VENKATARAMANI
REGISTRAR

To,

The Principals of the affiliated colleges in Arts and Professor-cum-Director,
Institute of Distance Education.

A.C./4.93/15.04.2008

No.UG/354- A of 2008,

MUMBAI-400 032

2nd August, 2008

Copy forwarded with compliments for information to :-

- 1) The Dean of the Faculty of Arts,
- 2) The Chairman, Board of Studies in English.
- 3) The Controller of Examinations,
- 4) The Co-Ordinator, University Computerization Centre,

(D. H. KATE)

DEPUTY REGISTRAR

(U.G./P. G. Section)

Copy to :-

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section), Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, (PRO), the Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies). They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above Circular and that, no separate Action Taken Report will be sent in this connection. the Assistant Registrar Constituent Colleges Unit (2 copies), BUCT (1 copy), the Deputy Account, Unit V (1 copy), the In-charge Director, Centralized Computing Facility (1 copy), the Receptionist (1 copy), the Telephone Operator (1 copy), the Secretary MUASA (1 copy), the Superintendent, Post-Graduate Section (2 copies), the Superintendent, Thesis Section (2 copies)

UNIVERSITY OF MUMBAI



Revised Syllabus of
Paper-VI-Popular Culture
(Optional)
at the T.Y.B.A. Examination
In the subject of
English Literature

(With effect from the academic year 2008-2009)

POPULAR CULTURE (Optional Paper VI. Revised)

I. Definition and History

1. Definition of Popular Culture. Distinctions between High, Folk, Mass and Popular Culture. (6 lectures)
2. Academic justification for the study of popular culture. Developments in literary theory, and questioning of canons and old paradigms. The shift from literary to cultural studies. (6 lectures)
3. Early perspectives on popular culture:
 - a) "Culture and Civilization" – Elites; suspicion of popular culture -Arnold, Leavis and the American Mass culture theorists (4 lectures)
 - b) "Culturalism" – Celebration of popular culture –Hoggart, Raymond Williams and E.P.Thompson. (4 lectures)

II. Theoretical Approaches to Popular Culture

1. Marxist- ideology and culture-Marx, Frankfurt School, Walter Benjamin, Gramsci and Althusser. (10 lectures)
2. Structuralist and Semiotic - de Saussure and Barthes. (8 lectures)
3. Postmodernist - Lyotard, Baudrillard and Jameson. (8 lectures)
4. Feminist - Radway, Coward, Mulvey, Stacey, Ang, Winship, and others. (4 lectures)

N.B. The above theories should be illustrated with examples from popular culture texts.

III. Engagements with Popular Culture (I)

1. Popular fiction genres- romance, detective fiction, thrillers, science fiction and fantasy. (10 lectures)
2. Globalisation, media and culture. (5 lectures)
3. Advertising and consumer culture. (5 lectures)

IV. Engagements with Popular Culture (II)

Critical analysis of popular Indian film and television and their negotiations with notions of nation, gender, class, community, urban-rural identities, etc. (10 lectures)

V. Project

A critical study of any popular cultural text or practice; for example, popular genres like magazines, comics, bestsellers, etc. and popular cultural practices such as festivals, fashion, youth cultures, sports, music, social networking, etc.
Project length – 1000 to 1500 words. Marks: 20.

Question Paper Pattern : Four questions with three internal options on each of the four modules. Four questions = 80 marks + 20 marks for the project = 100 marks

Syllabus Committee:
Dr. Shobha Ghosh (Convenor)
HOD, S.I.E.S. College

Dr. Shafali Shukla
HOD, St. Xavier's College

Ms. Mythili Mukund
M.D. College

Ms. Vinita Mathew
Wilson College

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3. Berger, Arthur Asa. - Narratives in Popular Culture, Media and Everyday Life. (Sage) 1997.
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5. During, Simon (ed.) - The Cultural Studies Reader. (Routledge). 1993
6. Dwyer, Rachel and Christopher Pinney(ed.) - Pleasure and the Nation: The History, Politics and Consumption of Popular Culture in India. (OUP). 2001
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Lucy and Jackie Stacey (ed.) (Harper Collins) 1991
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17. Storey, John - An Introduction to Cultural Theory and Popular Culture. (Harvester Whearshaf) 1998
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19. Vasudevan, Ravi (ed.) - Making Meaning in Indian Cinema (OUP) 2000
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