

CORE COURSE – II - VISUAL CULT AND CULTURE

Unit 1

Understanding popular culture and subculture – productivity pleasures, popular discriminations, politics of the popular culture Vs people's culture.

Unit 2

News history and undisciplined events, shopping pleasures, popular news, consuming women – Reading the popular, the celebrity industry, personality as brand name.

Unit 3

Rituals, cult and mass culture, hero-worship.

Unit 4

Critical approaches to mass culture, acquisition and transformation of popular culture.

Unit 5

Popular culture and political power.

References

1. John Fiske, Understanding Popular Culture, Unwin Hyman, London 1989.
2. Gray Day, Reading in popular Culture, Macmillan, London 1990.
3. Roland Barthes, Mythologies, Paladin, London 1972.
4. Williamson J., Consuming Passion: The Dynamics of Popular Culture, Marion Boyars, London 1980