

Department of Liberal Education
Era University, Lucknow
Course Outline
Effective From: 2023-24

Name of the Program	B.A. / B.Sc. (LIBERAL EDUCATION)		Year/ Semester:	3rd / 6th	
Course Name	Sociology of Popular Culture and Mass Communication	Course Code:	SOC306	Type:	Theory
Credits	04		Total Sessions Hours:	60 Hours	
Evaluation Spread	Internal Continuous Assessment:	50 Marks		End Term Exam:	50 Marks
Type of Course	<input type="radio"/> Compulsory	<input checked="" type="radio"/> Core	<input type="radio"/> Creative	<input type="radio"/> Life Skill	
Course Objectives	<ul style="list-style-type: none"> ● To inform students about the different types of cultures ● To discuss the impact of social issues on media and vice versa ● To make students aware about the use of media in social life ● To discuss the interrelationship of globalization and media 				
Course Outcomes (CO): <i>After the successful course completion, learners will develop following attributes:</i>					
Course Outcome (CO)	Attributes				
CO1	Students will be aware about different media which socialize the individuals.				
CO2	Students will understand the interconnection between society, media and social change.				
CO3	Students will be aware about the new concept of consumer society.				
CO4	Learners will be able to critically analyze the impact of media on the globalization and globalized society.				
Pedagogy	Discussion based, reflective approach				
Internal Evaluation Mode	Mid-term Examination: 20 Marks Activity: 10 Marks Class test: 05 Marks Online Test/Objective Test: 05 Marks Assignments/Presentation: 05 Marks Attendance: 05 Marks				
Session Details	Topic		Hours	Mapped CO	
Unit 1	Basic Concepts <ul style="list-style-type: none"> ● Popular culture, Popular Music ● Mass culture ● Elite culture ● Folk culture, Folk Theatre ● Cinema and Folk music Activity: Group discussion: Cinema is a reflection of the society/ Mass Culture Vs Popular Culture.		13	CO1	

Unit 2	The impact and social uses of the media <ul style="list-style-type: none"> Dissemination of awareness about social issues Noam Chomsky: Filters of News dissemination Social marketing Violence and the media Social significance and impact of Popular Culture Social media and its impact on youth culture Activity: Enlist 5 personalities/ pages/ organizations you follow on social media, their contribution and their impact on you.	19	CO2
Unit 3	Consumer Society and Mass Consumers <ul style="list-style-type: none"> Technical revolution and popular culture Commercialization and Consumerization of children and leisure Gender in Pop Culture Mean World Syndrome Activity: Observe advertisements (any 05) on television/ social media/ print media for objectification of women. Discuss in class	13	CO3
Unit 4	Global media as an agency of globalization <ul style="list-style-type: none"> Syncretism in global culture MNCs and Popular Culture Global impact on youth: Values, Consumerism, Food preferences, Fashions and Entertainment Activity: Notify all your expenses for a month and discuss your least and largest expenditure.	15	CO4

CO-PO and PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	2	1	1	3	3	2	3	3	2	3	1	2
CO2	2	2	3	3	3	3	3	2	2	2	2	2	3	2
CO3	3	1	2	2	3	2	2	2	3	2	1	1	2	3
CO4	3	2	2	2	3	3	3	3	2	3	2	3	3	2

Strong contribution-3, Average contribution-2, Low contribution-1,

Suggested Readings:

Text- Books	Note-All reading material will be provided by the faculty member well in time. <ul style="list-style-type: none"> John Storey, Cultural Theory and Popular Culture: An Introduction, Pearson, 2013 Turner B. S, Chapter-29, Popular Culture, The Cambridge Dictionary of Sociology, Cambridge University Press, 2006
Reference Books	<ul style="list-style-type: none"> Robert Brym & John Lie, Sociology: Pop Culture to Social Structure, Wadsworth Publishing Co Inc, 2012 Jahan Ishrat, Sociology of Culture and Music, Kanishka Publishing House, 2014
Para Text	Suggested Articles/ Movies/Short Film/ Videos Video: <ul style="list-style-type: none"> Folk culture https://egyankosh.ac.in/bitstream/123456789/38827/1/Unit-2.pdf Mean World Syndrom https://egyankosh.ac.in/bitstream/123456789/72101/1/Unit-1.pdf Consumerism https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001405/

[M022209/ET/1521798036Module6.pdf](https://www.egyankosh.ac.in/bitstream/123456789/49276/1/Block-4.pdf)

- Folk Theatre [https://egyankosh.ac.in/bitstream/123456789/49276/1/Block-4.pdf](https://www.egyankosh.ac.in/bitstream/123456789/49276/1/Block-4.pdf)
 - Youth-Culture <https://www.lexico.com/definition/youthquake>
- Video- Jai Bhim, Article 15, Parched, Provoked

Recapitulation & Examination Pattern

Internal Continuous Assessment:

Component	Marks	Pattern
Mid Semester	20	Section A: Contains 10 MCQs/Fill in the blanks/One Word Answer/ True-False type of questions. Each question carries 0.5 mark. Section B: Contains 07 descriptive questions out of which 05 questions are to be attempted. Each question carries 03 marks.
Activity	10	Will be decided by subject teacher.
Class Test	05	Contains 05 descriptive questions. Each question carries 01 mark.
Online Test/ Objective Test	05	Contains 10 multiple choice questions. Each question carries 0.5 mark.
Assignment/ Presentation	05	Assignment to be made on topics and instruction given by subject teacher.
Attendance	05	As per policy
Total Marks	50	

Course created by: Ms. Swati Joshi
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Signature:

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Signature:

