

St. Xavier's College (Autonomous), Ahmedabad

Syllabus of Semester – III of the following departments under Faculty of Arts based on Under Graduate Curriculum Framework - 2023 to be implemented from the Academic 2025-26

FACULTY OF ARTS
DEPARTMENT OF SOCIOLOGY
BA. (Hons) Sociology

SEC: INDIAN POPULAR CULTURE

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credit Distribution of The Course			Eligibility Criteria	Pre-requisite(s) of the Course (if any)
	Lecture	Tutorial	Practical / Practice		
Indian Popular Culture (SOHSE-331-C)	2	0	0	10 + 2 from a recognized board in any stream	Basic Knowledge of Sociology

About the Course:

The proposed course will facilitate students to interpret and develop theoretical understanding of Indian popular culture. The course will cover topics such as Indian Popular Culture and its history, comics and graphic narratives, rise of OTT platforms, visual narratives: films, series, and advertisements. It will also familiarize students with the interrelations between resistance, protests and their engagements with social media and popular culture.

UNIT I: Understanding Indian Popular Culture

- 1. Introduction to Popular Culture**
Meaning and Forms of Popular Culture
High and Low Culture, Mass Culture, Subculture and Counterculture
- 2. Evolution of Indian Popular Culture**
Historical Development
Print Culture, Genealogy and Iconography
- 3. Popular Culture and Visual Narratives**
Comics and Graphic Narratives
Indian Cinema and Celebrity Culture

UNIT II: Media, Digital Culture and Society

- 1. Advertising and Consumer Culture**
Advertisements, Branding and Consumerism
Nationalism and Representation
- 2. Television, OTT and Digital Media**
Television to Web Series
OTT Platforms and Changing Media Landscape
- 3. Social Media and Popular Culture**
Cyber Culture
Social Media, Activism and Protest

Books and References

1. Gokulsing, K. Moti, and Wimal Dissanayake. Popular Culture in Globalized India. Routledge, 2009.
2. Barclay, Francois P, and Kaifia Ancer Laskar. Gender and Popular Visual Culture in India. Routledge, 3 Nov. 2023.
3. Fuchs C. Social Media: A Critical Introduction, Sage, 2013.
4. Sen, Biswarup. Of the People: Essays on Indian Popular Culture. New Delhi, Chronicle Books, An Imprint of Dc Publishers, 2006.
5. Dasgupta, Sanjukta, Dipankar Sinha, and Sudeshna Chakravarti. Media, Gender and Popular Culture in India: Tracking Change and Continuity. Sage, 2012.