

SEMESTER –III	
Self-Study Course	Understanding Popular Culture
Course Code: 21PHISS1	Credits:2

Objectives:

- To promote popular culture through the ages
- To transform the popular culture to the future generation
- To evaluate the popular arts

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	define Popular Culture	1,2	Un,Re
CO-2	understand the culture in historical sequence	1,2	Un,Re
CO-3	enumerate folk arts to promote heritage	1,2	Un,Re
CO-4	analyse the popular appeal of Calendar art and Photography	4	An
CO-5	evaluate the values in different culture	5	Ev
CO-6	trace out the influence of Cinema in Freedom Struggle	1,2	Un,Re
CO-7	assess the fairs and festivals	5	Ev
CO-8	learn the impact of internet and audio-visual media	1,2	Un,Re

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Unit-I Popular Culture

Introduction – Defining Popular Culture - Evolution of Popular Culture.

Unit-II Visual Expressions

Folk Art-Calendar Art-Photography – Modern Paintings – Modern Art

Unit -III Performing Arts

Music – Carnatic- Modern Techniques – Hip Pop- Rap –
Indian Pop – Folk Dance -Cinema: Mapping the influence of
the National Struggle for independence – M.K.Gandhi –
Mangal Pandey – Baji Rao – Urumi

Unit-IV Fairs, Festivals and Rituals

Tamil New Year-Float Festival, Madurai-Boat Festival,
Kerala-Summer Festival, Nilgris – Car Festival, Tiruvarur –
Jallikattu –Fair Exhibitions.

Unit-V Impact of Globalisation

Popular Culture in a Globalized World - The impact of
the Internet and Audio -Visual Media.

Text Book :

1. Mitter. Partha. Indian Art. New Delhi: Oxford University Press 2001.

Books for References:

1. Beach. M.C. The New Cambridge History of India. London: Cambridge University Press, 1992.
2. Edith Tomory. A History of Fine Arts in India and the West. New Delhi: Orient Longman, 1982.
3. Manohar Bharadwaj. Cultural and Traditional History of India. New Delhi: Cyber Tech Publications, 2008.
4. Sumit Sarkar. Modern Times: India 1880s 1950s: Environment, Economy, Culture. Delhi: Orient Blackswan, 2015.

Journals:

1. <https://www.tandfonline.com/toc/rcus20/current>
2. <https://journals.sagepub.com/home/ics>
3. <https://journals.sagepub.com/home/ecs>

E-Learning Resources:

1. <https://youtu.be/mt23ZkovEvo>
2. <https://youtu.be/vTHfAcomaKs>