

OBE based Teaching Lesson Plan 2019-20

Program: B.Com/BBA

Course Name: Look who's talking - Wo/men and popular culture

Course Code: UG19AO027

Semester: IV semester

Lecture hours: 60 hours

Faculty in-charge: Ms. Divyashree A M/ Ms. Anna Lynn Tom

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Ability to identify and understand what constitutes popular culture and what doesn't.	T1
CO2.	Analyse trends in popular culture and examine the politics behind it through cultural theories	T2
CO3.	Discuss the role of power and its biases in popular culture and the creation of rebellion within it	T3
CO4.	Examination of representation and misrepresentation of cultural, gender and racial identities in popular culture	T4
CO5.	Understanding the change in voices of popular culture, with respect to women's movements	T5
CO6.	Evaluation of socio-cultural progress through analysis of the politics of representation in popular culture	T6

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level
1. Introduction to Popular Culture	CO1,	16	Written task	Discussions, Instructional videos, observational examples	Q&A and group discussions, presentations	T1, K1
2. Popular Culture from the Local to the Global	CO2	6	Class discussion	Mass media case studies, art and cultural examples, discussions.	Q&A and group discussions, presentations	T2, K2

3. Rebellion and Popular Culture	CO3	8	Videos	Case studies of political and socio-cultural movements, examination of advertisements, musical videos and performances, and short films.	Q&A and group discussions, presentations	T3, K3
4. Representation of Identities in Popular Culture	CO4	9	Class discussion	Reading theories, evaluation of historical events through discussions, screening documentaries on different cultures	Q&A and group discussions, presentations	T4, K2
5. Gender Identities in Popular Culture	CO4	6	Reading task	Cultural examples, Introduction to movements against gender-based discrimination, mass media cases	Q&A and group discussions, presentations	T5, K3
6. Women and Popular Culture	CO5	11	Class discussion	Class-room discussions, demonstration of application of theories, study of individual pop culture phenomena through videos, reading	Q&A and group discussions, presentations	T5 K4

				material, and observations.		
7. Role of Politics in the evolution of Popular Culture	CO6	4	Presentations	Discussions, observational examples, theories	Q&A and group discussions, presentations	T6 K4

Continuous Internal Assessment –

- Case Study (1st week, Jan)
- Powerpoint presentation in class on the given topic.(2nd week, February)
- Written Assignment (1st week, March)

Books for Reference:

- Reading the Popular - John Fiske
- Contemporary Cultural Studies - Andrew Milner
- Rethinking Popular Culture - Chandra Mukerji and Michael Schudson
- Men and Feminism: Seal Studies - Shira Tarrant
- Routledge Handbook of Gender in South Asia - Leena Fernandes
- Cultural Theory and Popular Culture: An Introduction - John Storey
- The Fangirl's Guide to the Galaxy: A Handbook for Girl Geeks - Sam Maggs
- The Beauty Myth - Naomi Wolf
- Feminism and Pop Culture - Andi Zeisler
- Women in popular culture: representation and meaning - Marian Meyers
- Tough girls: Women warriors and wonder women in Popular Culture by Sherri A Inness
- Same sex love in India by Ruth Vanita and Salim Kidwai
- The Madwoman in the Attic by Susan Gubar and Sandra Gilbert
- Gender & Pop Culture: A Text-Reader by Adrienne Trier-Bieniek and Patricia Leavy
- Gender and Popular Culture by Katie Milestone, Anneke Meyer
- The Sex Revolts: Gender, Rebellion, and Rock & Roll by Simon Reynolds
- Advertising and Popular Culture by Jib Fowles
- Women Icons of Popular Music: The Rebels, Rockers, and Renegades, Volume 1 (Greenwood Icons) by Carrie Havranek
- An introduction to theories of popular culture by Dominic Strinati
- Rebel Writers: The Accidental Feminists by Celia Brayfield

Approved by:

