

**INDIAN INSTITUTE OF TECHNOLOGY TIRUPATI**  
**PROFORMA FOR NEW COURSE**

1.	Title of the Course	Cultural Studies
2.	Course Number	HS6102
3.	Status of the Course	Elective Course
4.	Structure of Credits	3-0-0-3
5.	Offered to	PG Courses
6.	New Course/ Modification to	New Course
7.	To be offered by	Dr. V. Vamshi Krishna Reddy
8.	To take effect from	January 2018
9.	Prerequisite	Nil
10.	Whether approved by the Program	Yes
11.	<p>Course Objective: This course introduces students to the vocabulary, and interpretive strategies commonly employed in Western as well as Indian cultural studies. Emphasis is on interdisciplinary approaches to explore cultural processes and practices are produced, shaped, distributed, consumed, and responded to in diverse ways.</p>	
12.	<p>Course Contents: Understanding Culture; Introducing Cultural Studies; Understanding Popular Culture; Identity and Representation; Culture Industry and Cyber Culture</p>	
13.	<p>Text Books: 1. Barker, C. <i>Cultural Studies: Theory and Practice</i>. Sage, 2003. 2. Nayar, P. <i>An Introduction to Cultural Studies</i>. Viva Books, 2009.</p>	
14.	<p>References: 1. Chris, B. <i>Making Sense of Cultural Studies</i>. Sage, 2002 2. Corner, J., and Dick P. <i>Media and the Restyling of Politics Consumerism, Celebrity and Cynicism</i>. Sage, 2003. 3. Nandy, A. (Ed). <i>Secret Politics of Our Desire: Innocence, Culpability and Indian Popular Cinema</i>. Oxford University Press, 1998. 4. Redmond, S. <i>Stardom and Celebrity: A Reader</i>. Sage, 2007. 5. Ray, T. <i>Yuva India: Consumption and Lifestyle Choices of a Young India</i>. Random House, 2015. 6. Verma, P. <i>The Great Indian Middle Class</i>. New Delhi, 2007.</p>	