Unit 1: THEORIES OF ENLIGHTENMENT, MARXISM AND THE CLOBAL MEDIA:
Immanuel Kant and Enlightenment, Edmund Burke and the Sublime, Utilitarianism and Panopticon, Bakhtin (Carnivaleque), Marx and Engel (Communist manifesto), the new Bourgeois, Cultural Imperialism and Media Revolution

Unit2: SEMOTICS AND FORMALISM, FRANKFURT SCHOOL AND NEO-MARXISM:
Charles Sanders Pierce, Ferdinand de Saussure, Volosinov (Philosophy of language), Propp (Morphology of Folktale), Adorno, Horkheimer (Culture Industry), Marcuse (One Dimensional Man), Gramsci (Hegemony, Intellectual

Unit3: STRUCTUTALISM, POST STRUCTURALISM: Strauss (Cultural Semiotics), lacan (The Mirror Stage), Hall (Encoding and Decoding), Derrida (Deconstruction), Barthes, Foucault (order of things)

Unit 4: POST MODERNITY AND CONSUMER CULTURE, CONSUMER AGENCY:
Baudrillard (Consumer Society and Hyper reality), Bourdieu (Culture capital), Jameson (Pastiche), Consumersim, Subculture, Chris Anderson (Long tail)

Unit 5: FEMINISM, POST COLONIALISM: The Male “Gaze”, Gender Trouble, Orientalism, Double Consciousness, Location of Culture

TEXT BOOKS/ REFERENCES:


