

# **CULTURAL THEORY AND ANALYSIS (Spring 2017)**

## **MA ITB 5104**

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### **Course Description:**

This course presents the students with an overview of the methods and strategies used in cultural studies, and familiarizes them with the main theoretical approaches in the field. During the term we will make an attempt to comprehend and make sense of what can be called 'cultural theory'. In this way, the course not only aims to provide students with the necessary conceptual tools but also to prepare the grounds for more advanced theoretical research for the interested student.

The course is based on a new perspective that assumes 'culture', as is the case with 'society', 'politics', 'economy' or 'history', to be a legitimate object of research in itself. Maintaining an interdisciplinary framework and analyzing culture using a variety of methods and research techniques can enrich our capacity to see beyond the familiar gaze and to better grasp the complexity of any given cultural reality. This can be done by reconciling theory and practice in a new research paradigm in line with the vision promised by cultural studies.

### **Grading System:**

Paper: 50%

Reading Assignments: 30%

Presentation: 15%

Participation: 5%

#### ***Paper:***

Cultural studies term paper will be on a topic that I will assign later in the term. I will expect a paper between 4000 and 7000 words including footnotes, references and the bibliography.

#### ***Reading Assignments:***

There will be two reading assignments that is on two separate weeks about 1 to 3 pages long. The papers will discuss what you have understood from the readings of the specific week. The assignments should portray an attempt to review and locate that week's readings within the cultural studies context and literature.

#### ***Presentation:***

Presentations will be about twenty minutes long about one specific article or a combination of more than one article in the syllabus. The aim will be to clearly summarize and review the relevant readings in the light of all what we have seen in class so far.

## **Schedule:**

### **Week 1 (February 20)**

Introduction: About the Course and Cultural Studies

#### Theory

### **Week 2 (February 27)**

Cultural Theory and Cultural Studies: Terms and Methodology

Early Theoretical Approaches: Utilitarianism, Culturalism and Cultural Materialism

**C** (57-63), **M** (1-43), **T** (17-58)

### **Week 3 (March 6)**

Manufacturing Consent: Critical Theory and the Frankfurt School

**C** (63–73), **M** (57-75), **A** (31-41), **T** (59-90)

### **Week 4 (March 13)**

Film [Exit Through the Gift Shop (2010)]

Discussion: The legacy of the Frankfurt School

### **Week 5 (March 20)**

Decoding Meaning: Semiotics, Structuralism, Post-structuralism

**C** (88-121), **M** (92-127), **T** (111-134)

#### Methodology

### **Week 6 (March 27)**

Audience Reception: Cultural Studies and The Legacy of Birmingham School

**C** (315-345), **B** (403-420), **D** (70-75)

### **Week 7 (April 3)**

Anthropological Approaches: New Ethnography, Self and Subjectivity

**R** (55-73), **L** (127-143), **K** (277-293)

### **Week 8 (April 10)**

Analyzing Discourse: Deconstructing “Race” and “Colour”

**J** (251-314), **T** (167-180)

## Themes

### **Week 9** (April 17)

Power and Culture: Ideology, Hegemony and Discourse  
**H** (275-331), **F** (209-219), **C** (73-87)

### **Week 10** (April 24)

Taste, Everyday Consumption and Subculture  
**W** (35-45), **I** (46-54), **U** (93-135), **C** (374-401), **M** (86-91), **D** (64-69, 89-93)

### **Week 11** (May 8)

Sexuality and Culture: Gender Identity and the Queer  
**C** (279-314), **J** (177-216), **M** (128-139), **S** (320-339)

### **Week 12** (May 15)

Beyond the Nation: Cosmopolitanism, Transnationalism and the City  
**O** (473-493), **V** (181-207), **P** (86-99)

### **Week 13** (May 22)

Identity and Difference: Inter-culturalism and Hybridity  
**C** (255-278), **Q** (251-261), **G** (108-127)

### **Week 14** (May 29)

Globalization, Space and Culture: From Cultural Village to Glocalization  
**E** (367-390), **V** (1-31), **N** (65-94)  
Class Discussion and Evaluation of the Term

## **Supplementary reading for the term (provided)**

**Ref-1** David Walton, *Introducing Cultural Studies: Learning Through Practice*. London: Sage, 2008.

## **CS Dictionaries (provided)**

**Ref-2** Andrew Edgar & Peter Sedgwick, *Cultural Theory: The Key Concepts*. London: Routledge, 2008.

**Ref-3** Chris Barker, *The Sage Dictionary of Cultural Studies*. London: Sage, 2004.

**C** (435-451) Chris Barker, "The Language Game of Cultural Studies: Signposts to the Common Usage of Key Terms"

## Reading List\*

- A** Theodor Adorno & Max Horkheimer, "The Culture Industry: Enlightenment as Mass Deception" in *The Cultural Studies Reader* 2nd edition (Simon During, ed.) London: Routledge, 1999, 31-41.
- B** Ien Ang, "Dallas and the Ideology of Mass Culture" in *The Cultural Studies Reader* 1st edition (Simon During, ed.) London: Routledge, 1994, 403-420.
- C** Chris Barker, *Cultural Studies: Theory & Practice*, 3rd edition. London: Sage, 2009.
- D** Will Brooker, *Teach Yourself Cultural Studies*. Chicago: Hodder & Stoughton, 1998.
- E** Thomas Hylland Eriksen, "Anthropology and the Paradoxes of Globalization" in *Small Places, Large Issues*, 4th edition. New York: Pluto Press, 2015, 367-390.
- F** David Forgacs, "National-Popular: Genealogy of a Concept" in *The Cultural Studies Reader* 2nd edition (Simon During, ed.) London: Routledge, 1999, 209-219.
- G** Simon Frith, "Music and Identity" in *Questions of Cultural Identity* (Stuart Hall & Paul du Gay, eds.) Sage: London, 1996, 108-127.
- H** Stuart Hall, "The West and the Rest: Discourse and Power" in *Formations of Modernity* (Stuart Hall & Bram Gieben, eds.) Cambridge: Polity Press, 1992, 275-331. (*digital version with different page numbers*)
- I** Dick Hebdige, "Style as Homology and Signifying Practice" in *On Record: Rock, Pop & The Written Word* (Simon Frith & Andrew Goodwin, eds.) London: Routledge, 1990, 46-54.
- J** Glenn Jordan & Chris Weedon, *Cultural Politics: Class, Gender, Race and the Postmodern World*. Oxford: Blackwell, 1996.
- K** Deniz Kandiyoti, "Pink Card Blues: Trouble and Strife at the Crossroads of Gender" in *Fragments of Culture: The Everyday of Modern Turkey* (Deniz Kandiyoti & Ayşe Saktanber, eds.) I.B.Tauris: London, 2002, 277-293.
- L** Kerem Karasmanoğlu, "Revisiting the Self: Researching Minorities in Turkey", *Insight Turkey*, Vol. 10, No. 3, 2008, 127-143.
- M** Andrew Milner & Jeff Browitt, *Contemporary Cultural Theory: An Introduction*, 3rd edition. London: Routledge, 2002.
- N** Jan Neddeerveen Pieterse, *Globalization and Culture: Global Mélange*, 2nd edition. Lanham: Rowman & Littlefield, 2009.
- O** Kevin Robins, "To London: The City Beyond the Nation" in *British Cultural Studies* (David Morley and Kevin Robins, eds.) Oxford: Oxford University Press, 2001, 473-494.

- P** Kevin Robins & Asu Aksoy, "Thinking Experiences: Transnational Media and Migrants' Minds" in *Media & Cultural Theory* (James Curran & David Morley, eds.) London: Routledge, 2006, 86-99.
- Q** Salman Rushdie, "Imaginary Homelands" in *Empire Windrush: Fifty Years of Writing About Black Britain* (Onyekachi Wambu, ed.) London: Victor Gollancz, 1998, 251-261.
- R** Paula Saukko, *Doing Research in Cultural Studies: An Introduction to Classical and New Methodological Approaches*. London: Sage, 2003.
- S** Eve Kosofsky Sedgwick, "Axiomatic" in *The Cultural Studies Reader* 2nd edition (Simon During, ed.) London: Routledge, 1999, 320-339.
- T** John Storey, *Cultural Theory and Popular Culture: An Introduction*. London: Longman, 2008. (visit [www.pearsoned.co.uk/storey](http://www.pearsoned.co.uk/storey) for further student material)
- U** John Storey, *Cultural Studies and the Study of Popular Culture: Theories & Methods*. Athens: University of Georgia Press, 1996.
- V** John Tomlinson, *Globalization and Culture*. Cambridge: Polity Press, 1999.
- W** Paul Willis, "The Golden Age" in *On Record: Rock, Pop & The Written Word* (Simon Frith & Andrew Goodwin, eds.) London: Routledge, 1990, 35-45.