

**HACETTEPE UNIVERSITY**  
**DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE**  
**2011-2012 SPRING SEMESTER**  
**IED 258 (02) BRITISH POPULAR CULTURE**

**Aim of the Course:** This course aims to familiarize the students with contemporary British popular culture along with key theoretical concepts. For this purpose, the course focuses on a detailed study of British Popular Culture through the discussions of articles and selected texts, both literary and non-literary.

**Course Outline:**

**Week I-II:** General Introduction. Definitions of 'Culture,' 'High Culture,' 'Mass Culture' and 'Popular Culture.' Introduction of Related Terminology (Signification, Representation, Codes, Discourse, Ideology, Hegemony, Power, Subversion, Subject, Identity)

**Reading:** **Storey, John.** *Cultural Theory and Popular Culture*. Chapter I (What is Culture?).  
**Shiach, Morag.** "A History of Changing Definitions of 'The Popular'".  
**Hall, Stuart.** *Representation: Cultural Representations and Signifying Practices*. Chapter I (The Work of Representation)  
**Barker, Chris.** "An Introduction to Cultural Studies." 3-24.  
**Fiske, John.** "Popular Culture." Chapter I. (*Reading the Popular*)  
**Oswell, David.** "Popular Culture: From People to Multitude." 74-102.

**Week III:** Production/Consumption and the Popular.

**Reading:** **Adorno, Theodor and Max Horkheimer.** "The Culture Industry."  
**Williams, Raymond.** "Advertising the Magic System."  
**Bingöl, Sinem.** "The High/Popular Culture Paradigm of Consumerism in Britain."  
**Fiske, John.** "Shopping for Pleasure." Chapter II. (*Reading the Popular*)  
**Crang, Philip and Peter Jackson.** "Geographies of Consumption." 327-342.  
**Winship, Janice.** "Sexuality for Sale." 217-223.

**Week IV:** Hegemony and the Carnavalesque (Gramsci, Bakhtin and the Notting Hill Carnival)

**Reading:** **Bakhtin, Mikhail.** "Carnival and Chronotope: Bakhtin and Style Magazines."  
**Stallybrass, Peter, and Allon White.** "Bourgeoisie Hysteria and the Carnavalesque."  
**Gramsci, Antonio.** "History of the Subaltern Classes, The Concept of Ideology, Cultural Themes: Ideological Material."  
**Oswell, David.** "Popular Culture: From People to Multitude." 74-102.

**Week V:** Popularization of the Marginal and Popular Music.

**Reading:** **Straw, Will.** "Characterizing Rock Music Culture: The Case of Heavy Metal."  
**Storey, John.** *Cultural Theory and Popular Culture*. "The Popular Arts" and "Postmodern Pop Music."  
**Winders, James.** "Reggae, Rastafarians and Revolution: Rock Music in the Third World."  
**Hesmondhalgh, David.** "British Popular Music and National Identity." 273-285.  
**Betterton, Rosemary.** "'Young British Art' in the 1990s." 287-304.  
**Listen:** Sex Pistols, Rolling Stones, The Police, Amy Winehouse, Radiohead, Coldplay, The Beatles, Spice Girls, Pink Floyd, Lily Allen...

**Week VI:** Movie: *Hedwig and the Angry Inch*

**Week VII:** Midterm I (29 March 2012)

**Week VIII:** Subcultures in Britain (Youth, Black, Black-Asian, Gay/Lesbian)

**Reading:** **Barker, Chris.** "Youth Style and Resistance." 374-401.  
"Sex, Subjectivity and Representation." 279-314.  
**Cherrington, Ruth.** "Youth in Britain Today."  
**Kumar, Krishan.** "'Englishness' and English National Identity." 41-55.  
**Pines, Jim.** "Rituals and Representations of Black 'Britishness'." 57-66.  
**McRobbie, Angela.** "Good Girls, Bad Girls? Female Success and the New Meritocracy." 361-372.  
**Nixon, Sean.** "Resignifying Masculinity: From 'New Man' to 'New Lad'." 373-386.

**Plummer, Ken.** "Gay Cultures/Straight Borders." 387-398.  
**Parekh, Bhikhu.** "Racial Justice in a Multi-Ethnic Society." 283-293.  
**Modood, Tariq.** "British Asian Identities: Something Old, Something Borrowed, Something New." 67-78.  
**Gross, Larry.** "Out of the Mainstream: Sexual Minorities and the Mass Media." 405-423.

**Watch:** *Trainspotting, My Beautiful Laundrette.*

**Listen:** "Another Brick in the Wall" by Pink Floyd  
"Fuck the British Army" Irish Rebel Song  
"Chop Suey" by System of a Down

**Week IX:** Sports and British Popular Culture.

**Reading:** **Bourdieu, Pierre.** "How Can One be a Sports Fan?"  
**Conley, Michaela.** "Sports: Is it just Entertainment?" [www.medialit.org](http://www.medialit.org)  
**Simons, John.** "The 'Englishness' of English Cricket."  
**Tomlinson, Alan.** "Sport, Leisure and Style." 399-416  
**Abanazir, Can.** "Hooligans? What Hooligans?"  
**Listen:** "Zadok the Priest" Handel (aka. Champions League Anthem)  
"Amigos Para Siempre" by Sarah Brightman and Jose Carreras

**Week X:** British Food and Drink Culture.

**Reading:** **Everitt, John C.** "Bitter-Sweet Conversions: Changing Times for the British Pub."

**Week XI-XII:** Television, Cinema and Popular Culture

**Reading:** **Spier, Robert H.** "We are What We Watch, We Watch What We are."  
**Corner, John.** "Television as Culture: Duties and Pleasures."  
**Interview with Sut Jhally.** "Television: The Search for Meaning"  
**Davis, Francis J.** "Power of Images: Creating the Myths of our Time."  
**Higson, Andrew.** "Heritage Cinema and Television." 249-259.  
**Mulvey, Laura.** "Visual Pleasure and Narrative Cinema." 393-404.  
**Chaney, David.** "The Mediated Monarchy." 207-220.  
**Couldry, Nick.** "Everyday Royal Celebrity." 221-235.

**Watch:** *Green Street Hooligans.*

**Listen:** "Video Killed the Radio Star" by Buggles

**Week XIII: Midterm II (10 May 2012)**

**Week: XIV:** Social Media and Popular Culture.

**Reading:** **Chandler, Daniel.** "Personal Homepages and the Construction of Identities."  
**Dean, Jodi.** "The Net and Multiple Realities." 520-534.  
**Bray-Crawford, Kekula.** "The Ho'okele Netwarriors in the Liquid Continent." 209-216.  
**Kahn, Richard and Douglas Kellner.** "Internet Subcultures and Political Activism." 217-230.

**Method of Instruction:** Class meetings will consist of the presentation and discussion of the assigned material. Students are expected to participate in the class discussions, which is a major requirement and will affect the end-of-term evaluation. Students are also expected to prepare 15-minute group presentations, which will include the analysis of and their research about the assigned subject and reading material. The presentations will be delivered in the form of a paper in a week after the presentation. No appearance on the presentation day results in F3.

**Requirements:** The students are expected to attend the classes having read the assigned material. Attendance is obligatory. More than 11 (eleven) hours of absence will result in F1. In the exam papers, up to 25% of the total mark might be taken off for grammatical and writing mistakes. Marks below 50 (out of 100) in the Final Exam will be regarded as failure.

**Assessment:** Participation: 10%  
Presentations: 10%  
Midterm examinations: 40%  
Final exam: 40%