

CULTURAL STUDIES

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Abstract

Cultural Studies has fascinated academics and students around the globe with its skillful application of multifaceted theories to everyday life. Cultural Studies is anxious with the social and cultural structure of meanings and investigates how power relations govern these meanings. This clear introduction explains the theory and practice of Cultural Studies with the help of detailed cultural analysis. cultural products, or otherwise participate in the production and circulation of meanings. On this view, a consumer can proper, actively rework or challenge the meanings circulated through cultural texts. In some of its variants, then, cultural studies have thus shifted the analytical focus from production to expenditure, which is nevertheless understood as a form of production in its own right.

Keywords: social and cultural structure, cultural analysis, production to expenditure, .etc

Cultural studies are admitted and even fundamentally interdisciplinary and can sometimes be seen as interdisciplinary. As a result, Cultural Studies as a field of research is not anxious with the linguistically unspecified experiences of individuals in a more essential approach, holds that individual experiences do not survive to be always the result of a particular social-political context. For example, a study of a subculture would think their social practices against those of the dominant culture.

Limited effects theory focuses on whether media satisfied can have an immediate and direct effect on specific thoughts and actions of individuals. As an alternative to focusing on specific effects on individuals, we can focus on changes in culture, on how shared understandings and social norms change. These new perspectives argued that media might have the power to encroach into and alter how we make sense of ourselves and our social

world. These theories are quite varied and offer very different answers to questions about the role of media in social life. But the concept of culture is central in all these theories. Media affects society because these affect how culture is created, shared, learned and applied. Cultural theories offer a broad variety of interesting ideas about how media can affect culture and also give many different views relating to the long-term fine of the cultural changes effected by media. There are microscopic, interpretive theories which focus on how individuals and social groups use media to create and advance new forms of culture that structure everyday life.

Marx developed his theory in the latter part of the 19th century during one of the most unstable periods of social changes in Europe. He identified industrialization and urbanization as problems but argued that these changes were not bad. As an alternative, he blamed cruel capitalists for creating social problems because they maximized personal profits by exploiting workers. The workers would rise against capitalists and demand an end to utilization. Marx argued that the hierarchical class system was at the root of all social problems and must be ended by a revolution of the workers or proletariats. He believed that elites dominated society through their direct control over the means of production referred to as the base of society.

The common objective was to identify those texts that had the greatest cultural value and to understand them so that their value would be unstated and appreciated by others. Texts were seen as a civilizing force in society. Hermeneutics was used to enhance this force. By identifying and explaining these important texts, the humanists attempted to make these texts easily to get to more people, preserve and regularly raise the level of culture to allow even more people to become human and civilized.

It provides tools which enable one to read and understand one's culture seriously. It subverts the difference between high and low culture. It allows a critical study of culture without previous prejudices towards one or another kind of cultural text. It asserts the value of popular culture, empowers alternative and values their culture, stressing on cultural pluralism and social equality. It lends itself to a multiculturalists program. It makes people receptive towards relations of power and domination as encoded in cultural texts.

Cultural studies understand popular culture as the grounds on which this permission is obtained or lost. To understand the interaction of power and permission, two related concepts of ideology and hegemony are often deployed in the earlier texts of cultural studies. Ideology commonly refers to maps of meanings which are presented as universal truths. Such portrayal denies them their correct position as human beings and citizens of society. This process of making, maintaining and reproducing ascendant meanings and practices is referred to as domination. It refers to a situation where powerful groups exercise social power and leadership over secondary groups by gaining consent.

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