

## Examrace

### Cultural Studies Key English YouTube Lecture Handouts

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#### **8 Key Concepts**

- Representation
- Materialism
- Non-reductionism
- Articulation
- Power
- Popular Culture
- Text and Readers
- Subjectivity and Identity

#### **Representation**

- World is socially constructed
- Meaning is produced in different contexts
- It involves use of language, signs and images
- Beverage – Party
- Motorcycle – Means of transport

#### **Materialism**

- Modern industrialized economies and media cultures
- Profit-motivated corporations
- Cultural materialism

#### **Non- Reductionism**

- Each culture is viewed as having its own particular meanings, rules and practices
- Class, gender, sexuality, race, nation, as well as ethnicity have their own specifics

#### **Articulation**

- Links cultural or social phenomena
- 'Putting together'
- Formation of temporary unity

### Power

- Imposing one's will on others
- Media
- Pervading at every level of social relationships
- Subordinated groups, mainly class, and then race, gender, age group, nations

### Popular Culture

- Subordination takes place due to coercion, as well as consent.
- Grounds on which this consent is obtained or lost
- Ideology
- Hegemony

### Text and Reader

- Text refers to written word as well as the practices signified
- No same meaning
- Meaning is produced by the interplay of text and reader

### Subjectivity and Identity

- Identity is the sense of self
- Role of Media

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#culturalstudies #keyconceptsofculturalstudies #representation #materialism  
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#subjectivityandidentity #testprep

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