Researching Popular Culture and Literature

First Session

Monday 10.03, 11-13 CET

What is Popular literature ?

Defining popular literature can be problematic due to its fluid and dynamic nature, often characterized by its accessibility and appeal to a wide audience. Similarly, popular culture lacks a definitive boundary, encompassing a vast array of practices, beliefs, and objects that hold significance for the masses. Despite these challenges, it remains crucial to develop methods for analyzing these concepts, as they play a pivotal role in shaping societal norms, values, and identities.

An overview of the various schools of Pop culture theories

Scholars have approached the study of popular culture from various theoretical perspectives. The Frankfurt School, for instance, has been influential in critiquing mass culture and its role in perpetuating capitalist ideologies through mass media. Mass Media Theory examines the effects of media on public perception and behavior, often highlighting the power dynamics inherent in media production and consumption. Critical Theory provides a lens through which to analyze the socio-political implications of popular culture, questioning whose interests are served by cultural products.

Cultural Studies, a more contemporary approach, explores the everyday practices and meanings produced by popular culture, acknowledging the agency of audiences in interpreting and repurposing cultural texts. These diverse schools offer a multifaceted understanding of popular culture, each contributing unique insights into how culture is created, disseminated, and consumed.

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The notion of "folksonomy"

Folksonomy, also known as "social tagging" or "collaborative tagging", is a system in which users freely generate and apply keywords to classify and organize online content.

This approach democratizes the categorization process, allowing a wide range of perspectives to contribute to the structure of information. The emergence of folksonomy has profoundly influenced how information is shared and discovered on the web, particularly on social media platforms and digital libraries.

Selective Bibliography on Folksonomy

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