GIAN
GLOBAL INITIATIVE FOR ACADEMIC NETWORKS

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Ministry of Human Resource Development
Government of India

सत्यमेव जयते

National Coordinating Institute
INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR

www.gian.iitkgp.ac.in

THEORIES AND PRACTICES OF POPULAR CULTURE

Overview

The study of culture is often seen as peripheral when understanding large scale economic and political change in a society. Often viewed as the superficial or frivolous aspects of social change, culture has been sidelined in academic study. This neglect belies the centrality of the role of mass media and now social media in shaping and influencing public opinion. Arguably culture has played a critical role in the seismic shifts witnessed in the rise of populism in countries from the USA, UK, Turkey and India. This course will provide students with key theoretical approaches in the field of popular culture and insights into the field of critical theory. These tools will be then be applied to a range of genres of culture as well as to understanding a range of social and political issues. The way in which culture comes to shape and frame the domains in which the social is organised will be examined.

Objectives

- To interrogate common sense assumptions of culture and to investigate the social and political implications of popular expression.
- To introduce the critical analysis of cultural forms through the study of industries and organizations, public discourse and politics, technology, subcultures and globalization.
- To introduce key concepts, such as 'representation', 'ideology', 'political economy', 'consumer culture', 'postmodernism'.
- To understand the relationship between the state, culture, the public and practitioners
- To develop an appreciation of the significance of culture in contemporary social and political life.

Modules	December 11 – December 16 Number of participants for the course will be limited to fifty.
Who Should Attend	• you are a graduate student interested in examining key developments in the field of popular culture and critical theory and applying them to the domain of popular culture • you are a faculty member or research associate from reputed academic institutions and technical institutions interested in examining key developments in the field of popular culture and critical theory and applying them to the domain of popular culture • you are a professional interested in examining key developments in the cultural industry

<table>
<tr><td rowspan="7">Fees</td><td colspan="2">The participation fees for taking the course is as follows:</td></tr>
<tr><td>Participants from abroad :</td><td>US $500</td></tr>
<tr><td>Industry/ Research Organizations:</td><td>₹10000</td></tr>
<tr><td>Academic Institutions:</td><td>₹5000</td></tr>
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Students:	₹1000

The above fee include all instructional materials, computer use for tutorials and assignments, laboratory equipment usage charges, 24 hr free internet facility. The participants will be provided with accommodation on payment basis.

The Faculty

Virinder S Kalra is Professor of Sociology in the University of Warwick with over twenty years of teaching and research in the area of Sociology. His research interests are on diaspora, popular culture and racism with a particular area focus on the UK and Punjab. His latest book is Sacred and Secular Musics: A Postcolonial Approach (Continuum, 2014) which looks at kirtan, qawwali and dharmic geet in East and West Punjab. His previous books include, Disapora and Hybridity and the co-edited, State of Race. He has written extensively on the South Asian diaspora and has edited a number of key volumes in this field: South Asians in Britain: A Postcolonial Approach and Pakistani Diasporas.

Sanchita Choudhury is the Director of HUM Nishad, an Institute of Music and Culture in Rourkela, India. She earned her doctorate from IIT Kharagpur in 2012, which was published as Baul Fusion Music (Lap Lambert 2013). She has served as a faculty in Hindustani Vocal Music in the Shankar Mahadevan Academy, Mumbai. She was selected as one of Best Six Singers in India selected by Big 92.7 FM in 2014 in Golden Voice, an All India song competition.

Anjali Gera Roy is Professor in the Department of Humanities of Social Sciences at the Indian Institute of Technology Kharagpur, who works on fiction, film and performance traditions of India, diasporas and Punjab. She is the author of Bhangra Moves: From Ludhiana to London and Beyond (Routledge 2016) and The Cinema of Enchantment: Perso-Arabic Genealogies of the Hindi Masala Film (Orient Blackswan 2015). She has edited The Magic of Bollywood: At Home and Abroad (Delhi: Sage 2012) and coedited (with Chua Beng Huat) The Travels of Indian Cinema: From Bombay to LA (Delhi: OUP 2012).

Priyadarshi Patnaik is Professor and Head, Department of Humanities & Social Sciences, IIT Kharagpur. He is also the Coordinator of Rekhi Centre of Excellence for the Science of Happiness at IIT Kharagpur. He teaches literature, communication and visual aesthetics. His research interests include Indian aesthetics, visual & nonverbal communication, subjective well-being, and translation. He is also a creative writer, painter, translator and photographer.

Course Co-ordinator

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Registration Process

Registration for GIAN courses is not automatic because of the constraints on maximum number of participants allowed to register for a course. In order to register for one or multiple non-overlapping courses, you have to apply online using the following steps:

1. Create login and password at www.gian.iitkgp.ac.in/GREGN/index
2. Login and complete the registration form.
3. Select courses
4. Confirm your application and payment information.
5. Pay ₹ 500 (non-refundable) through online payment gateway.

The course coordinators of the selected courses will go through your application and confirm your selection as a participant one month before the starting date of the courses. Once you are selected you will be informed and requested to pay the full fees through online payment gateway service.