LITERATURE, CULTURE AND MEDIA

PROF. RASHMI GAUR
Department of Humanities and Social Sciences
IIT Roorkee

TYPE OF COURSE : Rerun | Elective | UG/PG
COURSE DURATION : 12 weeks (18 Jan' 21 - 9 Apr' 21)
EXAM DATE : 25 Apr 2021

INTENDED AUDIENCE : Interested students

COURSE OUTLINE :
This course aims to introduce students to an interdisciplinary framework that will allow them to explore and theorize on the intersections of literature, culture, and media. The students will get the opportunity to analyse the complex ways in which literary and cultural products/texts inter-animate each other to produce and reproduce the ways in which society and culture give rise to new forms of perspectives and ideologies; in turn, determining the ways in which identities are constructed. The course will highlight the ways in which new forms of media (TV, films, internet, digital media) transform and reinvent traditional literary and cultural forms. The course will stimulate a nuanced discussion on the historical, empirical, and cultural analyses of contemporary forms of culture, literature, identity, and power relations. A variety of theoretical approaches—Intersectionality, Feminism, Marxism, and Deconstruction—will deepen and complicate the problematics of defining literature and culture in a digital and post-industrial society that constantly reinvents the binaries of high and low/popular culture.

ABOUT INSTRUCTOR :
Prof. Rashmi Gaur teaches courses of Communication, Culture, Gender Studies and Media (Film and Literature) at IIT Roorkee. In her career, spanning three decades, she has guided about 12 Ph.D. theses, published four books, more than ninety research papers in national and international journals, besides participating in many conferences in India and abroad. Widely travelled, she also runs consultancy projects in related areas. She has worked across disciplines and cultures in different research and cultural milieus and formed strong intercultural networks through international collaborations. She is also a member of several academic bodies. At present she is working in the area of Media and Digital Humanities.

COURSE PLAN :
Week 1: Introduction, Aims and Objectives; Defining Literature; Defining Culture
Week 2: Introduction to Cultural Studies
Week 3: Modernism and Postmodernism I and II, Poststructuralism and Deconstruction
Week 4: Introduction to Feminism I and II; Theories of Gender
Week 5: Intersectionality; Introduction to Postcolonial Theory
Week 6: Theories of Ideology; Adorno and Horkheimer on Culture
Week 7: The Evolution of Media: Print forms; Media and Culture
Week 8: Introduction to Marshall McLuhan; Media and the Electric Age; Hot and Cool Media
Week 9: Word and the Image: Drama, Photography, Birth of the Cinema
Week 10: Development of Media
Week 11: Approaches to Digital Forms of Media; Literature, Internet and Culture
Week 12: Game Studies I and II; Body Culture Studies and Representation of Women in the Media