

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD

TEMPLATE FOR COURSE DESCRIPTIONS (for all the Programmes)

Course title	Culture and Communication
Category (Mention the appropriate category (a/b/c) in the course description.)	a. Existing course without changes
Course code	LLMC206
Semester	II
Number of credits	05
Maximum intake	30 (on first-come-first-served-basis for MA courses only)
Day/Time	Monday / Wednesday 4-6 PM
Name of the teacher/s	Srinivas Lankala
Course description	<p>The course approaches the field of Communication through an interdisciplinary perspective, situating it within the broader context of culture and society. It begins with the foundational engagement of Cultural Studies with media and popular cultural forms and continues with a praxis-based approach to the domains of media, journalism, technology, cinema, music, and other contemporary cultural practices. It also examines the diverse forms of human interaction and expression that are studied by Communication as a discipline. This interdisciplinary approach allows participants to engage with the multiple forms of cultural expression in India, including folk art and performance, mass media and cinema, popular literary forms and genres, and art and architecture.</p> <p>The course takes a distinctly grounded approach to the study of communication and culture, with readings and texts drawn from the contemporary Indian and broader Global South context. It is structured primarily as a reading seminar that is intended to provide common ground for students from diverse disciplinary backgrounds in the Humanities and Social Sciences.</p> <ul style="list-style-type: none"> i) Develop an understanding of the role of media and communication as a cultural force in a democratic system ii) Demonstrate knowledge of the study of popular culture and its relation to communication practices iii) Apply various Indian and non-Eurocentric approaches to the study of communication as a cultural form iv) Understand the relationship between the field of Communication and the broader humanities in the study of cultural practices, texts, technologies, and industries.

	Learning outcomes— a) domain specific outcomes b) value addition/ c) skill-enhancement/ d) employability quotient (Please highlight the portion that subscribes to a/b/c/d)
Course delivery	Lecture/Seminar/ Experiential learning (highlight the portion in the course description that lends itself to these)
Evaluation scheme	<p><i>Internal Evaluation:</i></p> <ul style="list-style-type: none"> • Presentation of an assigned reading, accompanied by a written response paper: 20% • Mid-semester examination (best of 2 exams): 20% <p><i>Final Evaluation:</i></p> <ul style="list-style-type: none"> • End-semester written examination: 60%
Reading list	<p>Essential reading</p> <p>Carey, James. <i>Communication as Culture</i></p> <p>Bayly, C.A., <i>Empire and Information: Intelligence Gathering and Social Communication in India, 1780-1870</i></p> <p>Williams, Raymond. 'Technology and Society', in <i>Television</i></p> <p>Baudrillard, Jean, "The Masses: The Implosion of the Social in the media"</p> <p>Storey, John, "Culturalism," in <i>Introduction to Popular Culture</i>.</p> <p>Bourdieu, Pierre, "The Aristocracy of Culture" in <i>Media, Culture and Society: A Critical Reader</i></p> <p>Chatterjee, Partha (2008). "Critique of Popular Culture", <i>Public Culture</i></p> <p>Anderson, Benedict. <i>Imagined Communities Reflection on the Origin and Spread of Nationalism</i></p> <p>Ghosh, Anandita. <i>Power in Print: Popular Publishing and the Politics of Language and Culture in a Colonial Society</i></p> <p>Orsini, Francesca. "Song Books in Print" in <i>Print and Pleasure</i></p> <p>Blackburn, Stuart (2003). <i>Print, Folklore and Nationalism in Colonial South India</i></p> <p>Berger, John (1977). <i>Ways of Seeing</i>.</p> <p>Barthes, Roland, "The Photographic Message."</p> <p>Pollock, Sheldon, "Ramayana and Political Imagination in India" in <i>Journal of Asian Studies</i></p> <p>Rajgopal, Arvind. <i>Politics After Television: Hindu Nationalism and the Reshaping of the Public in India</i></p> <p>Srinivas, Deepa. <i>Amarchitrakatha: History, Masculinity and the Consolidation of the Indian Middle Class 1969-1991</i></p> <p>Srinivas, S. V., "Film culture, politics and industry"</p> <p>Niranjana, Tejaswini, "Integrating Whose Nation? Tourists and Terrorists in 'Roja'"</p> <p>Prasad, Madhava. "Fan Bhakthi and Subaltern Sovereignty: Enthusiasm as a political factor, <i>Economic and Political Weekly</i></p> <p>Additional Readings:</p> <p>Hall, Stuart, <i>Representation: Cultural Representations and signifying Practices</i></p> <p>Louw, Eric P..<i>The Media and Cultural Production</i>. New Delhi: Sage Publications, 2001</p>

	Appadurai, Arjun. <i>Fear of Small Numbers: An Essay on the Geography of Anger</i> . 2007 Zizek, Slavoj. <i>The Sublime Object of Ideology</i> Stevenson, Nick. <i>Understanding Media Cultures</i> Sontag, Susan. <i>On Photography</i> . 2008 London: penguin classics Baudrillard, Jean. <i>The System of Objects</i> . 2005 Ranciere, Jaques. <i>The Future of the Image</i> . 2003
--	--