



GLOBALIZATION AND CULTURE

PROF. ANJALI GERA ROY

Department of Humanities and Social Sciences
IIT Kharagpur

PRE-REQUISITES : Good command over English language Interest in Humanities and the Arts

INTENDED AUDIENCE : B.Tech/MSc/MA

COURSE OUTLINE :

Globalization is one of the most talked about words in the contemporary world and dominates discussions in the media, academics and everyday life. Cultural theorists have used the term to refer to political, economic, social and cultural transformations that have occurred in the last decade of the twentieth century. It appears that everyone on the planet is affected by globalization but not in the same way. Yet most people have only a fuzzy understanding of what globalization means because of the number of things it means to a wide variety of people. The different dimensions of globalization such as the rise of global capital and markets, new media and communication technologies, dissolution of political borders, and growth of consumerist culture cannot be seen in isolation from one another. But people tend to examine them separately or through the compartmentalized frames of different disciplines.

The course has three main objectives:

- To provide a thorough grounding in the philosophical and theoretical debates on globalization
- To examine the economic, political, social, cultural issues covered by the debate and their impact on contemporary cultures, particularly in the developing world

To enable students to understand competing definitions of globalization and to show that globalization's effects are felt differently by different people

ABOUT INSTRUCTOR :

Prof. Anjali Gera Roy is a Professor in the Department of Humanities and Social Sciences IIT Kharagpur where she has designed and taught courses in language, literature and communication for more than 25 years. She has conducted and taught in a number of executive development programs in IIM Bangalore and IIT Kharagpur and run several tailor-made programs for the industry. She has been a Visiting Faculty in IIM Bangalore and Guest Faculty in Communication in IIM Rohtak and IIM Kashipur.

In addition, she has lectured in several universities in Australia, Canada, Germany, Singapore and New Zealand. Her research interests span linguistic, literary, cultural and performing traditions of India, oral histories, folklore, postcolonial and diaspora theory. Her recent publications include *Cinema of Enchantment: Perso-Arabic Genealogies of the Hindi Masala Film* (Hyderabad: Orient Blackswan 2015), *Imagining Punjab, Punjabi, Punjabiyyat in the Transnational Era* (New York: Routledge 2015), *Bhangra Moves: From Ludhiana to London and Beyond* (Aldershot: Ashgate 2010), *The Magic of Bollywood: At Home and Abroad* (Delhi: Sage 2012), (with Chua Beng Huat) *The Travels of Bollywood Cinema: From Bombay to LA* (Delhi: OUP 2012) and (with Nandi Bhatia) *Partitioned Lives: Narratives of Home, Resettlement and Displacement* (Delhi: Pearson Education 2008)

COURSE PLAN :

Week 1: Globalization: Understanding Globalization

Week 2: Global Monocultural Invasion: Myth or Reality

Week 3: Travels of Dastan and Qissa

Week 4: Emergence of Asian Kool and Global Sonic Flows

Week 5: The Bollywood Invasion

Week 6: Birth of IndoChic

Week 7: Globalisation and Resistance

Week 8: Globalisation and Identity