

# GLOBAL INITIATIVE FOR ACADEMIC NETWORKS



National Coordinating Institute  
**INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR**

[www.gian.iitkgp.ac.in](http://www.gian.iitkgp.ac.in)

## MEDIA, CULTURE, SOCIETY

### Overview

Media, Culture, Society offers a critical and theoretical study of contemporary issues related to media, culture and society. The course will focus on issues such as globalisation, racism, ethnicity, war on terror, media activism and indigenous media across various media platforms. It will introduce participants to key concepts, such as new exoticism, biopower, necropower, orientalism, governmentality, postnational media and media imperialism, and situate them within larger social, political, historical and cultural currents to unpack media images and practices that play a central role in how we represent, make meanings and communicate with others.

### Objectives

- Articulate and critically engage with concepts involved in Media Studies
- Effectively analyse a variety of texts: written, aural, visual, and theoretical
- Develop a critical vocabulary for engaging with media culture through a close examination of various media examples
- Achieve competence in oral and written skills in order to effectively communicate knowledge and understanding of the main issues raised by the course

The course is structured into 6 modules consisting of 2 lectures per day and 2 tutorials per day:

- Conceptual architecture
- Media, empire, orientalism
- Media-culture-nation
- Media, Foucault and relations of power
- Media, war, terror
- Media activism

Course participants will learn these topics through lectures and hands-on activities. These will be supplemented by case studies and assignments to make the sessions interactive.

<b>Module</b>	<p><b>May 2-7 2016</b></p> <p><b>Number of participants for the course will be limited to fifty.</b></p>
<b>Who Should Attend</b>	<ul style="list-style-type: none"> <li>• you are an undergraduate or graduate student interested in learning the fundamental aspects of Media Studies and analyzing a variety of written, aural, visual, and theoretical texts</li> <li>• you are a faculty member or research associate from reputed academic institutions and technical institutions interested in learning the fundamental aspects of Media Studies and analyzing a variety of written, aural, visual, and theoretical texts</li> <li>• you are a media professional interested in learning the fundamental aspects of Media Studies and analyzing a variety of written, aural, visual, and theoretical texts</li> </ul>

## Fees

The participation fees for taking the course is as follows:

<b>Participants from abroad :</b>	<b>\$ 500</b>
<b>Industry:</b>	<b>₹ 10000</b>
<b>Academic Institutions/Research Organizations:</b>	<b>₹ 5000</b>
<b>Bonafide students of Academic Institutions:</b>	<b>₹ 1000 (to be refunded after completion of course)</b>

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

## The Faculty



### Associate Professor Vijay Devadas

Head of Department  
Media, Film and Communication University of  
Otago  
New Zealand

Vijay Devadas is an interdisciplinary researcher trained by some of the leading scholars in critical theory, cultural studies, continental philosophy and postcolonial theory at Murdoch University, where he was awarded a PhD in Communication & Cultural Studies. His research focus is located at the interface of media-culture-society and he publishes research that address key social, cultural and political debates and issues across cultures and across media platforms: cinema, print, broadcast, & new media. Some recent work has been on media and neoliberal politics in Aotearoa; media, terror & sovereignty; new media & democracy in Malaysia, cinema and migrant workers in Singapore, and Tamil cinema. He is on the editorial collective of the international journal borderlands, Associate Director of the recently formed New Zealand India Research Institute, and founding member of the Postcolonial Studies Research Network at the University of Otago.



**Anjali Gera Roy** is a Professor in the Department of Humanities and Social Sciences, Indian Institute of Technology Kharagpur who works in literary, cultural, performance and media studies. She has done extensive teaching and research on the links between literature, colonialism and globalization, and has written books and articles on the literature, dance, music and cinema of India. She serves on the Editorial Advisory Board of the Journal of Media Watch and on the Editorial Board of South Asian Diaspora and Media Asia. She has been awarded many prestigious fellowships and has lectured at universities in Australia, Canada, Singapore and New Zealand.

## Course Co-ordinator

### Professor Anjali Gera Roy

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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.cep.iitkgp.ac.in/gian](http://www.cep.iitkgp.ac.in/gian)**
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.



<http://www.cep.iitkgp.ac.in/gian>