

DISCIPLINE SPECIFIC ELECTIVE COURSE 9–(DSE-9): Folk Media and Communication

Credit distribution, Eligibility and Pre-requisites of the Course

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course |
|------------------------------------|---------|-----------------------------------|----------|---------------------|-------------------------------|-----------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| DSE-9 Folk Media and Communication | 4 | 3 | 0 | 1 | Passed Class XII with English | NIL |

Learning Objectives

The Learning Objectives of this course are as follows:

- To create awareness among students about the definition of folk, complex relationship to Indian social structure, transformations in folk media practice and orient them towards effective and hybrid use of folk media.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to explore different folk media forms of development projects. The students will be able to understand the importance of folk media in addressing significant issues in the Indian context.

SYLLABUS OF DSE-9:

UNIT – I (15 hours)

UNIT I: Folk Media and its Forms

- Understanding Oral Tradition and Folk as 'Medium'
- Folk Media: Concept and Characteristics
- Folk Media: 'People as Producers'
- Gender and caste in folk
- Forms of Folk Media: Theatre, Music, Dance and other Narrative forms
- Objectives of Folk Media: Aesthetic expression, Expressional and Communicational
- Folk Media: Scope and Limitations

UNIT – II (15 hours)

UNIT II: Folk media and Development

Government Agencies and Promotion of Folk Artists: Song Drama Division, Publications Division, The Directorate of Advertising and Visual Publicity (DAVP) and Ministry of Rural Development.

UNIT III: Culture and Folk Media

- Conceptualizing Folk culture and folk media
- Influence of Modern technology on Folk Communication: (A Comparative understanding)

- Folk Communities: Art for whose sake? (In the context of 'Art for Art's sake' debate)

Practical component: (30 hours)

The students will visit nearby rural areas in small teams and prepare a report on the use of folk media to address issues of health, hygiene, nutrition, illiteracy and other social issues by rural people.

Essential/recommended readings:

1. Chatterji, Roma. "The category of folk." *The Oxford India Companion to Sociology and Social Anthropology 1* (2003): 567-97.
2. Singer, Melton *Traditions in India: Structure and Change*, American Folk society, 1957
3. Kothari, Komal. "On Folk Narratives." *Indian Folklife* 16 (2004).
4. Inglis, David. "Theorising Media: Power, Form and Subjectivity." (2013): 87-89.
5. Dissanayake, Wimal. "New wine in old bottles: Can folk media convey modern messages?." *Journal of Communication* 27, no. 2 (1977): 122-124.
6. Ghosh, Sampa, and Utpal Kumar Banerjee. *Indian puppets*. Abhinav Publications, 2006.
7. Rege, Sharmila. "Conceptualising Popular Culture: 'Lavani' and 'Powada' in Maharashtra." *Economic and political weekly* (2002): 1038-1047
8. Ghosh, Arjun. *A History of the Jana Natya Manch: Plays for the People*. SAGE Publications India, 2012.
9. McCormack, Thelma. "Folk culture and the mass media." *European Journal of Sociology/Archives Européennes de Sociologie* 10, no. 2 (1969): 220-237.
10. Chatterji, Roma. "Event, image, affect: the tsunami in the folk art of Bengal." In *Suffering, Art, and Aesthetics*, pp. 75-98. Palgrave Macmillan, New York, 2014.
11. Inglis, David. "Theorising Media: Power, Form and Subjectivity." (2013): 87-89.
12. Hollander, Julia. *Indian folk theatres*. Routledge, 2007.
13. Parmar, Shyam *Traditional Folk Media in India* New Delhi: Geka Books 1975

14. Kumar, Harish. "Folk media and rural development." *Indian Media Studies Journal* 1, no. 1 (2006): 93-98.
15. Sherinian, Zoe C. *Tamil folk music as Dalit liberation theology*. Indiana University Press, 2014. 1-34

Suggestive readings:

1. Snodgrass, Jeffrey. "The future is not ours to see: puppetry and modernity in Rajasthan." *Journal of Anthropology* 69, no. 1 (2004): 63-88.
2. Mehrotra, Deepti Priya. *Gulab Bai: the queen of Nautanki theatre*. Penguin Books India, 2006. P 88-97, 198-208
3. Marcus, Scott. "Recycling Indian Film-Songs: Popular Music as a Source of Melodies for North Indian Folk Musicians." *Asian Music* 24, no. 1 (1992): 101-110
4. Pierre Bourdieu. *The Field of Cultural Production. Essays on Art and Literature.*, Columbia University Press, 1993.