UNIVERSITY OF THE FRASER VALLEY

OFFICIAL UNDERGRADUATE COURSE OUTLINE (page 1)

COURSE IMPLEMENTATION DATE: September 2010
COURSE REVISED IMPLEMENTATION DATE:
COURSE TO BE REVIEWED: February 2014
(four years after UPAC approval) *(month, year)*

OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

ANTH 375	Social, Cultural and Media Studies	4
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS

Indian Mediascapes
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

In this course, students will critique how Indian society and socio-cultural issues are represented in South Asian media through their comparison with the ethnographic record. Taking an anthropology of media approach, the complexities of belonging to a diversity of regional South Asian communities are examined in both ethnographic and media interpretations. In particular, the course will consider religious, ethnic, caste, class, and gender communities, the influence of postcoloniality, and processes of modernity and diaspora.

Note: This course is offered as ANTH 375 and MACS 375. Students may take only one of these for credit.

PREREQUISITES: One of ANTH 102, SOC 101 or MACS 110; plus 45 university-level credits including a further six credits of ANTH, SOC, MACS, or INCS. Recommended: ANTH 303 (Peoples and Cultures Of India) and FILM 220.

COREQUISITES:
PRE or COREQUISITES:

SYNONYMOUS COURSE(S):
(a) Replaces:
(b) Cross-listed with: **MACS 375**
(c) Cannot take: **MACS 375** for further credit.

SERVICE COURSE TO: *(department/program)*
ICS

TOTAL HOURS PER TERM: 60

STRUCTURE OF HOURS:

Lectures:	**12**	Hrs
Seminar:	**48**	Hrs
Laboratory:		Hrs
Field experience:		Hrs
Student directed learning:		Hrs
Other (specify):		Hrs

TRAINING DAY-BASED INSTRUCTION:
Length of course:
Hours per day:

OTHER:
Maximum enrolment: **25**
Expected frequency of course offerings: every third year
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	☐ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☒ Yes	☐ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☐ Yes	☒ No

Course designer(s): **Nicola Mooney**

Department Head:	**Eric Spalding**	Date approved:	**November 6, 2009**
Supporting area consultation (Pre-UPAC)		Date of meeting:	**January 15, 2010**
Curriculum Committee chair:	**Moira Gutteridge-Kloster**	Date approved:	**January 15, 2010**
Dean/Associate VP:	**Eric Davis**	Date approved:	**January 15, 2010**
Undergraduate Program Advisory Committee (UPAC) approval		Date of meeting:	**February 26, 2010**

LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

- understand and elaborate on a number of key ethnographic themes and issues in post-colonial Indian society
- illustrate and apply an understanding of Arjun Appadurai's theory of the mediascape to Indian media
- analyze, critique, and differentiate between ethnographic and depicted 'realities' in the representation of particular aspects of Indian society (e.g. caste, class, gender, religion, ethnicity, nation), and understand how belonging to these forms of community is positioned
- appreciate the potential meanings of a consideration of popular culture within anthropology
- interpret how particular Indian media are constructed in terms of their depictions of ethnographic issues and how they might be interpreted in relation to ethnographic and social issues by their diverse audiences
- evaluate the social basis of, and critique, Indian mediascapes other than those shown in class
- demonstrate a theoretical and critical awareness of the ethnographic and cultural meanings of Indian mediascapes through reading, writing, discussion, presentation, review/analysis, and the completion of a significant research assignment or project

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures, discussion, films and other media.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

☐ Examination(s) ☐ Portfolio assessment ☐ Interview(s)

☒ Other (specify): Methods to be considered on a case-by-case basis.

☐ PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

Handbook of Indian Sociology
Veena Das (Oxford University Press, 2004)
A Very Short Introduction to Postcolonialism
Robert J.C. Young (Oxford University Press)
The Idea of India
Sunil Khilnani (Penguin, 2003)

An instructor-edited course reader of articles linking aspects of ethnography and media - for instance by might also be used. This may include excerpts from Kelly Michelle Askew and Richard R. Wilk's *The Anthropology of Media*, Steve Derne's *Movies, Masculinity, and Modernity: An Ethnography of Men's Filmgoing in India* and *Globalization on the Ground: Media and the Transformation of Culture, Class, and Gender in India*, Sara Dickey's *Cinema and the Urban Poor in South India*, Faye D. Ginsburg, Lila Abu-Lughod, and Brian Larkin's *Media Worlds: Anthropology on New Terrain*, and Purnima Mankekar's *Screening Culture, Viewing Politics*, along with articles by Arjun Appadurai, Rajinder Dudrah, Tejaswini Ganti, Ronald Inden, Raminder Kaur, Philip Lutgendorf, Ashis Nandy, Christopher Pinney, Shakuntala Rao, and Patricia Uberoi, among others.

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Positioning assignments	30%
Essay outline	10%
Essay	25%
Take home exam	20%
Participation	15%

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

The Mediascape in Anthropology
Modes of Belonging: Family, Village, Caste, Religion, Ethnic Group, Nation, Region and Diaspora (3 classes)
Colonialism, Partition, PostColoniality (2 classes)
Peasantry, Poverty and Rural-Urban Migrations
Social Inequalities and Development
Marriage, Family and Gender Formations
Religion, Ethnicity, and Identity
Communalism and the Nation
Diaspora and Globalization