



Locating Cultural Change: Theory, Method, Process

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Locating Cultural Change: Theory, Method, Process is concerned with defining the 'local' through case studies of specific cultural processes. The thrust is on the institutionalization of 'local' concerns where the 'local' is the site of ideas and issues, and how these in turn influence us. The central premise of this collection is that in order to understand the common man's perspective, one has to demystify cultural processes.

The book seeks to capture the vibrancy of cultural processes through a wide range of things that are a part of daily life spanning Hindi films, vernacular press, metropolitan club culture, the translation industry in India, medical advertisements and prime-time television serials.

The volume shows how it is through the text's being and becoming that culture is produced and participated in. It argues that the production and consumption of meaning and material in conjunction helps us understand cultural processes in totality-not just as a conglomeration of events outside of us, but also as a part and parcel of daily life.

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Review

The essays in all unfold the interesting blend of global and local interface. Most articles can be read and interpreted in the backdrop of globalisation.... the book provides useful and interesting insight to the researchers in the field of Cultural Studies. Such studies are necessary and important in the multicultural world produced by globalisation.

(eSocial Sciences)

The work, a collection of well-researched case-studies, analyses the contemporary values in Indian society... the book brings in the element of "local" which is an idea rather than a "location" .

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About the Author

Dr. Partha Pratim Basu received his Ph D in Political Science from University of Calcutta. Presently he is a Professor of International Relations, Jadavpur University. He has also served as Departmental Chair; Director, School of Media, Communication and Culture; and Coordinator, PG Diploma Course on Human Rights at Jadavpur University. His publications include Press and Foreign Policy in India, North-South Relations: A Postcolonial Research Agenda (co-author), Revisiting Rammohun Roy's Political Agenda, Democracy and Democratization in the 21st Century (co-editor), Locating Cultural Change (co-editor) apart from several book chapters and articles contributed to edited volumes and national and international journals of repute.

Ipshita Chanda is Professor at the Department of Comparative Literature, Jadavpur University, Kolkata. She has been member of Faculty Team in the International Faculty Exchange Programme of the Virginia

Council for International Education and the Virginia Community College System, 2008–2009, tenable at the John Tyler Community College at Midlothian and Chester, USA. Her list of books/journals includes *Packaging Freedom Feminism and Popular Culture* (2003), *Selfing the City: Single Women 'Outsiders' and the Practices of Urban Life* (forthcoming).

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