

CENTRE FOR CULTURE, MEDIA & GOVERNANCE

Jamia Millia Islamia

New Delhi



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REFASHIONING INDIA **Gender, Media and Transformed Public Discourse** By **Prof. Maitrayee Chaudhuri**

About the Lecture

In 1991, the Indian state's new economic policies led to a greater role of the market. A public discourse that had till then been defined by self-reliance, equity and austerity had to be refashioned. The Indian middle class learnt that 'thrift' was not a virtue and 'shopping was legitimate pleasure'. This book details how consumerism, combined with ideas of individualism, empowerment and choice in a contemporary public culture, paved the way for an instant, feel-good and then aggressive nationalism. Refashioning India maps this process through a compilation of the author's works, written at different points in time from the early 1990s, through the next two decades up to mid-2017.

About the Speaker

Prof. Maitrayee Chaudhuri is Professor of Sociology, Centre for the Study of Social Systems, School of Social Sciences, Jawaharlal Nehru University. She was the Director, Women's Studies Programme, JNU (2006-08). She has written and published widely in the areas of gender, culture, globalization and media. Her other central area of interest is on the changing practices of sociology, especially in the context of a globalizing India and the challenges to higher education in general and social sciences in particular. Her works include *Feminism in India*, *The Women's Movement in India: Reform and Revival*, *The Practice of Sociology*, *Sociology in India: Intellectual and Institutional Practices* and recently published *Refashioning India: Gender, Media and Transformed Public Sphere*. She is an Advisor to the Textbook Development Committee National Council for Education and Research Trust (NCERT) India and co-author of the four sociology school text books for the senior secondary books.

Venue: CCMG, Network Lab

Date: Thursday, 15th February, 2018

Time: 2:00 pm

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