

7. Learners will become aware of the impact of popular culture over the ever evolving cultural diversity of India.
8. The student will learn about the various cultural practices and the role of institutions/agencies in shaping of tourism industry.

Unit I: Ancient Indian Paintings & Sculptures

(4 Weeks approx.)

Perceptions of visual Past and Present, Sculpture and Painting: Silpashastric normative tradition, Classicism – Narrative and Sculptural, Mural and Fresco paintings: Ajanta and Bagh caves, Alchi Murals, Post Classicism – Pallava & Chola Bronzes, idiom- Illustrated texts: Jaina and Pala manuscripts,

Unit II: Visual Arts: Medieval to Modern

(4 Weeks approx.)

Medieval idiom-, Mughal Miniatures paintings, Regional Schools of Paintings (Kota, Bundi & Pahari). Modern-Company School, Raja Ravi Varma, Bengal School, Amrita Shergil and Progressive Artists Groups.

Unit III: Forms of Popular Culture

(4 Weeks approx.)

Popular Culture: Folklore and Oral traditions. Festivals and fairs. Textile and Crafts. The Culture of Food. Age of social media and its impact.

Unit IV: Cultural Practices & Institutions

(4 Weeks approx.)

Communication, Patronage and Audiences: Court Merchant groups and communities. Culture as Communication. Nationalism and the issue of Culture; Institutions of Cultural Practices.

Essential readings:

- Susan L. Huntington, John C. Huntington, The Art of Ancient India: Buddhist, Hindu, Jain
- Sharma L. C, A Brief History of Indian Painting, Goyal Publishing House, 2008
- Rogers J. M, Mughal Miniature, published in 2007, British Museum Press
- Stronge Susan, Paintings for the Mughal Emperor, University of Michigan
- Kalla Prithvi Nath, Indian Folklore: An Introduction
- Folktales of India" by A. K. Ramanujan
- Miller Barbara Stoler: The Powers of Art: Patronage in Indian Culture, OUP, Delhi 1992
- Chakrobarti Lalima Dhar, Managing Museums: A Study of Nation Museum, Sandeep Prakashan, 2007
- J. Yashodhara, S. Sengupta, Experiencing History through Archives, Munshiram Manohar Lal, 2004

Suggestive readings

- Banerjee J.N, The Development of Hindu Iconography, Calcutta, 1956
- Coomaraswamy Ananda K, The Arts and Crafts of India and Ceylon
- Bussagli M and Srivaramamurthy, 6000 Years of Indian Art, New York,
- Okada Anima, Indian Miniatures of the Mughal Court, University of Michigan, 1992
- Maxwell, T.S., Image: Text and Meaning: Gods of South Asia, OUP, Delhi.
- Zimmer, H., Myths and Symbolism in Indian Art and Civilization, Princeton Press, • New Jersey, N.D.
- Cohn. Bernard, India: The Social Anthropology of a Civilization in Bernard Cohn Omnibus, OUP, 2004.