



## 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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