

Course Name – Fandom Uploaded: Audience and Fan Cultures in the Digital Age

Course Code –

Credits- 4

Faculty Name – Dr Rukmini Pande

Faculty Biography - Dr. Rukmini Pande is an Associate Professor in Literary Studies at O.P Jindal Global University, India. She is on the editorial boards of multiple journals, had published across books, peer reviewed journals, and edited collections. She has published two books, *Squee From The Margins: Race in Fandom* (2018) and an edited collection, *Fandom, Now In Color: A Collection of Voices* (2020).

Course Description- The term ‘fandom’ refers to the social structures and cultural practices created by the most passionately engaged consumers of mass media properties. Fans are often seen as unquestioning consumers of media texts and indeed have long been stereotyped as easily gullible. However, as the field of Fan, Audience, and Participatory Culture Studies has developed these assumptions have been questioned significantly.

The study of fan cultures offers unique insights into the operations of subcultures invested in transformative activity – fanfiction, fanart, fan-video – around popular cultural texts. Scholars have been particularly interested in how fans both resist and reinforce the dominant representations of race, gender, sexuality etc that are put into circulation by such texts. The field has also been a key space for understanding how taste and cultural discrimination operate. Additionally, it has increasingly been a site of investigation for researchers trying to understand informal learning or emergent conceptions of the citizen/consumer in transnational contexts. It has also shaped legal discussions around the ownership of media texts and their relation to appropriation, transformative work, fair use policies and remix culture. In the contemporary moment it has become increasingly central to discussions of racial representation, diversity, and inclusion within the entertainment industry. And finally, because of its interest in the global and transnational flow of media texts, it has become a useful window for understanding how globalisation is reshaping our everyday lives.

This course aims at encapsulating all of these threads of analysis and offers students an opportunity to engage with debates around contemporary issues in larger participatory culture – access, representation, platform – through the lens of fan culture. Students will be introduced to ideas of authorship, remix, fair use, and transformative fanworks as contextualised within broader debates around the cultural impact of popular cultural texts. Students will also be asked to consider the impact of multinational media houses on the global and globalised circulation of representations and narratives pertaining to issues of sexuality, race, gender, class, and caste. Finally, these investigations will be held in conjunction with discussions of the medium of fan cultures i.e. the internet. These questions

will be interrogated in relation to key theoretical models such as cultural studies, queer theory, postcolonial digital theory, and globalisation studies.

Prerequisites- None

Scheme of Evaluation and Grading –

Assessment	Weightage	Remarks
Class Participation	10 Marks	Weekly discussions of material in class.
Presentation:	20 Marks	Each student will be assigned a text from the course to present on and discuss in class.
Mid Term	30 marks	In Class assessment.
End Term Examination	40 marks	End Term Examination.