

Dr K.S. Antonysamy Endowment Lecture

On account of having completed 10 Ph. D scholars and awarded duly on Research Day Celebration held on February 28, 2023 and his impending retirement in June 2023, Ph. D, research scholars and well wishes of Dr. K.S.Antonysamy instituted an Endowment Lecture series to be conducted every year in the name Dr K.S.Antonysamy Endowment Lecture.

Endowment Fund was initiated with Rs. 1, 00, 00/- (One Lakh Only). 75% of the interest earned in a fiscal year will be given to the Department of English, Loyola College, Chennai for conducting **Dr K.S. Antonysamy Endowment Lecture Series**, recognizing the speaker with a certificate, memento and speakers' charge and 25% of the interest earned in a fiscal year will be instituted as a cash-prize to a student who comes as a topper in ELT Paper offered at PG Level). Additional funds received towards the endowment will be added to existing capital amount

The first lecture was conducted on March 27, 2023 at 11 am in Commerce Hall. Dr S. Armstrong, Professor and Head, Department of English & Chairperson, School of English and Foreign Languages, Coordinator, Center for Canadian Studies, University of Madras, Chepauk, Chennai and a student of Dr K.S.Antonysamy himself delivered the first lecture on Cultural Studies.

Cultural Studies, as enunciated by Dr S. Armstrong, has been examined in a four-fold way. He began analysing how cultural paradigms are prevalent in literary works by adopting itself to the stipulated age. During the Victorian Age, the works are replete with Victorian vigour. Works during the Romantic age were filled with the spirit of freedom and new age as perceived by many Romantics. In the second fold of explication, Dr S. Armstrong delineated the history of Cultural Studies and the inception of Cultural Studies Centre in the University of Birmingham in 1964, pioneered by Richard Hoggart. He also insisted on the words of Raymond Williams, quoting that a proper study of culture should be concerned with not just part but the whole of cultural production. In the UK, representative critics include Raymond Williams, Start Hall,

Stephen Heath. Thirdly, cultural Studies started expanding itself from the UK to the USA and also to Australia, hitting its mark in Inter-Asian geography. In the USA, Cultural Studies as an academic distinction became rampant in 1990s starting from the University of Minnesota. Pioneers of Cultural Studies in the USA involve Robert Scholes, Vincent Leitch and many others.

Expanding the tenets of culture and cultural production, the study itself gets amplified and gives an impulsive rise to many streams of literary studies. Dr S. Armstrong is able to identify twenty-one assumptive proto-types that the studies have expanded into. For example, Blue Humanities, Petro-fiction, Clifi, Surveillance Fiction, Food Humanities, Environmental Studies, Energy Humanities, etc. His lecture was pinpointed, engrossing and highly engaging.

Dr. J.A.Charles, Deputy Principal along with Dr. J. Madhavan, Dean of Research unveiled the portrait and received the Dr. K.S.Antonyamy Endowment Proposal and the cheque on behalf of the college.

Dr. P. Sagayaraj, Director, Data Centre, Dr. R. Ravindhran, IQAC coordinator, Rev.Dr. A. Irudayaraj, Head, Department of Visual Communication, Dr. S.Vijayakumar, Director, Physical Education, members of the faculty and students of Department of English attended the programme.