Discourses are powerful; they mould the experience of people who interact with a city and shape identity within the urban landscape. Marketplaces play a central role in shaping experiences in urban settings, as locations for exchange, enjoyment and social congregation. Thus, they are optimal settings to conduct our research on how cities are conceptualized and experienced. We propose to present research that explores the multiple discourses of Amritsar and Patiala (Punjab, India), through investigation of marketplaces and the extent to which they shape the identity of these cities. We will further explore this topic by comparing oral and written narratives, which articulate the culture of these cities, with our observed experiences of the city’s marketplace. Analysis at a select number of marketplaces will entail articulating the culture of a particular marketplace, which includes but is not limited to, an examination and interpretation of written and oral communication, demographics of individuals purchasing goods, relationships between vendors and customers, and the ways the marketplace acts as a social space. This study will be conducted as part of an undergraduate research forum organized by the Go Global program at the University of British Columbia, and in collaboration with 15 students from Punjabi University, who will provide an insider’s perspective of the market place’s influence on culture in Patiala and Amritsar. As UBC students from Canada, of Punjabi heritage (and with Punjabi language skills), we hope that our research will enhance understanding of the multiplicity of discourses that shape urban identity in Punjab, India.

Themes:

Check (highlight) the most applicable theme according to the abstract.

| Innovation and Technology | Health and Wellness | Culture and Society | Sustainability and Conservation |

Comments:

My understanding of MURC is that it is a place where research findings are shared – this study sounds promising, but from the abstract, it sounds like the actual research has not been conducted yet.