

Body Image and Normative Femininity in Contemporary American Women's Literature

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My research interest lies at the intersection of body image studies and literature. I critically examine the neoliberal beauty imperative vis-a-vis female embodiment by underscoring skin color bias, fat stigma, ageism, and also body enhancement practices that afflict women across cultures globally.

With fast-evolving techniques in body enhancement and the ever-growing market for beauty, a critical study of literary texts that portray the body image crisis in a consumerist society like America deserves major scholarly attention. Although there are some scholarly works on body image issues from psychology and socio-anthropology perspectives, the interplay between body image, beauty politics, and female embodiment, as represented in literary texts, remains relatively unexplored. I intend to fill this lacuna in existing scholarship and contribute to ongoing discussions on female body image.

The research work primarily contributes to understanding body precarity and also records women's embodied experiences in the context of neoliberal beauty culture.



In my present research, I choose to explore beauty bias in contemporary American society, given the political hegemony and cultural superpower the country exerts on a global scale. I am intrigued by how the world's most dominant power, with its multicultural backdrop, approaches a critical issue like body image. My research is an attempt to study body normativity and the discourses of 'Otherness' often produced under the global hegemony of the Eurocentric body. For this purpose, I particularly look into ethnic American women's embodied experiences who often encounter cultural othering if they fail to benefit normative beauty standards. This research takes into account some lesser known literary texts by contemporary multiethnic American women writers and attempts a narrative analysis to foreground the plurality of body image crisis. I explore the theme of beauty imperative by drawing upon works from philosophers, cultural studies, and feminist thinkers who set the ground for further theoretical underpinning of female body image in literature. Precisely, my research work adds to the discursive void in body image studies while focusing on literary articulation of female embodiment in a precarious body conscious world.

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Environmental Macroeconomics: A New Paradigm for Climate-Responsive Policy

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Environmental Macroeconomics: A new approach to tackle Climate Change problem. Climate Change as a problem is challenging and worsened in the current scenario. There were a number of years recorded as hottest in the last decade however, 2020 tied with 2016 as the warmest year (NASA, 2021). The increasing trend of the global temperatures is in effect due to the rise in the greenhouse gases in the atmosphere which is primarily driven by anthropogenic activities such as burning fossil fuels, deforestation among others.

To detail on climate, India's northern states, notably Rajasthan, bore the brunt of record-breaking temperatures exceeding 50°C (The Hindu, April 23, 2023). Cities like Delhi sweltered under a 47°C April sun, straining and disrupting daily life. Agriculture suffered, with crops withering and posing a threat to food security. This thermal onslaught served as a potent reminder of the human cost of unchecked climate change. Monsoon rains, typically life-bringing, turned into a destructive force in states like



Assam, with torrential downpours exceeding 1,000 mm triggering devastating floods, displacing millions (Indian Express, July 15, 2023). Kerala faced its worst floods in a century, highlighting the vulnerability of infrastructure to extreme weather. While some areas drowned in floods, others, like Tamil Nadu and Karnataka, faced their worst droughts in decades. These parched landscapes showcased the long-term ecological and socioeconomic consequences of a changing climate.

In light of these issues, both in a global context and specifically concerning India, economics as a discipline and environmental economics, in particular, have played significant roles in attempting to manage climate change and promote sustainability. However, their effectiveness is hampered by inherent limitations. Against this backdrop, the paper delves into the shortcomings of existing approaches within the realm of economics, focusing specifically on the limitations inherent in environmental economics.