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MALAYALAM LITERARY SURVEY

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Representations of
Desire and
Pleasure
in Literature



- 06 Euphoric journeys through inner scapes
S. Saradakutty | *Translated by Razeena P.R.*
- 16 Self-mortification as votive offering
Alankode Leelakrishnan
Translated by Dr Sheethal S. Nair
- 21 Manifestations of desire
Rahul Radhakrishnan
Translated by Toby K. Joseph
- 29 Foodgasms
K. Arunkumar
Translated by Thayeeekrishna K.K.
- 40 Representation of desire and the stuttering
of language
Vinod Kumar K.V.
- 50 The oppositional gaze and plateaus of
pleasure
Shalini M. and Sreekala K.B.
- 59 Flavours of power
Anjana Menon
- 69 Problematizing tales of well-being
Amaldev P.J.
- 77 'Live' Together: FM culture in Kerala
Dr Jainymol K.V.
Translated by Prasadhitha L. Raveendran
- 86 Story: The Saga of Thalamanda
K.K. Ramesh | *Translated by Prof. A.P. Zubair*
- 92 Poem: Gandhi Jayanthi
K.V. Ramakrishnan
- 96 Poem: Postmortem
P.M. Narayanan | *Translated by Muraly R.*

'Live' together: FM culture in Kerala

Dr Jainymol K.V.

Translated by

Prasadhitha L. Raveendran

The day-to-day advancements in technology significantly contributed to the creation of new communication culture. With the development of novel technology, vigorous changes have also occurred in people's individual and societal lifestyles. Unlike in the developed countries, where in the 1940s itself, there was a widespread reach for private FM radio channels; in Kerala, only from 2007 did the same become a part of the listening culture. Private radio channels developed as an inevitable requirement for the societal and media environs of postmodern Kerala. Some of the scenarios which led to this are the growth of vehicle culture, television serials that were tediously repetitive, the digital divide in the middle class pertaining to the availability