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Global Entertainment Media Anne Cooper-Chen 2006-04-21 Global Entertainment Media offers a unique perspective on entertainment media worldwide. As one of the first comprehensive books to address entertainment mass media worldwide, it addresses students as TV watchers and takes them to new places, both geographically and intellectually. Editor Anne Cooper-Chen has gathered an international group of scholars to explore such concepts as psychology, gratifications, and effects of media entertainment and its relation to national cultures, as well as to discuss the business of international TV trade by transnational media corporations. In this volume, experts discuss the content, audiences, and cultural and legal aspects of their respective countries, all of which are major TV markets. The country-specific chapters draw on the individual insights, expertise, and currency of 10 resident authors. Contributions represent every hemisphere of the globe, offering detailed examinations of media entertainment in United Kingdom, Germany, Egypt, Nigeria, South Africa, India, Japan, China, Brazil, and Mexico. The two concluding chapters provide cross-national case studies that look at familiar TV experiences--The Olympics and the "Who Wants to Be a Millionaire" show--in global and novel ways. Global Entertainment Media is intended for students in international media, comparative media, cross-cultural communication, and television studies, and it also has much to offer scholars and researchers in entertainment media.

Once Upon A Prime Time Ananth Mahadevan In Once Upon A Prime Time, Ananth Mahadevan pens the memoirs of his journey on Indian television. From first hand experiences with film makers who were the founding fathers of television serials, to today's consumerism driven shows, he has tasted them all. The book reads like an autobiography yet covers virtually every major player who was responsible for the nostalgia that Indian television now evokes. It incorporates exclusive moments with many celebrities and award winning directors. Join the actors on their sets as they perform for television and learn about the stories that made the shows come to life. Covering artistes and makers who impacted our world, such as Amitabh Bachchan, Hrishikesh Mukherjee, Sai Paranjpye, Basu Chatterjee, Kundan Shah, Ravi Chopra, Ramesh Sippy , Farooque Shaikh, Aziz Mirza, Gulzar and Govind Nihalani. The book is in all probability, the first ever story of Indian television. Besides taking one down memory lane, this could be a throwback for all those connected with the medium, past and present. It gives you a feeling of travelling through time and watching history being made - behind the scenes. "The book reads like an autobiography, but covers every major player who was responsible for the nostalgia that Indian television now evokes." - Hema Malini

Tales Of Two Cities Kuldip Nayar 2008-01-01 In Tales of Two Cities, two eminent journalists - Kuldip Nayar and Asif Noorani - give their personal accounts of the Partition of India, the killings and massive migrations which it provoked and their subsequent impact on Indo-Pakistan relations. As a young law

graduate, Kuldip Nayar witnessed at first hand the collapse of trust between communities in Sialkot and was forced to migrate with his family to Delhi across the blood-stained plains of Punjab. He vividly describes his own perilous journey and his first job as a young journalist in an Urdu newspaper reporting on Gandhi's assassination. Asif Noorani, while still a schoolboy in Bombay, set off with his family by steamer across the Arabian Sea for the promised land of Pakistan, ultimately settling in Karachi. He gives his own compelling account of the difficulties faced by the new arrivals and the slow emergence of today's megacity with its dominant Mohajir culture. Both authors write with authority about their ancestral homes and their adopted cities, which have played so large a role in bilateral relations. This is a book about a trauma which transformed the subcontinent and still exerts a powerful influence today. These are personal narratives bringing to life a lost world of harmonious relations which each author in his own way is still to recreate.

Screen World Publication's 75 Glorious Years of Indian Cinema 1988

Television and Development of Women Preeti Kumari 2006-01-01 Study conducted at the Patna Municipal Corporation area of Patna town in Bihar State, India.

Ghar Ghar Ki Kahani T Rao (Prakash) 2005

Balancing the Wisdom Tree Film and Television Institute of India 2022-03-03 A unique publication focussed on women alumni to mark the diamond jubilee year of the Film and Television Institute of India (FTII), Pune.

Denial, Desire, Immersion Kishore Chakraborti 2019-08-18 We all are consumers; yet the consumer within us is an elusive person. It is difficult to pin him down with set behavioural patterns. We are rational, we are impulsive, we are money conscious and we are also brand conscious. The person who heckles the shopkeeper to give a five-rupee discount on a plastic mug enjoys food in a nearby restaurant and tips the waiter a tenner without batting an eyelid. Yet, we never bother to understand why we are like that. Denial, Desire, Immersion attempts to understand Indian consumers from an observed reality. It answers questions like whether there is anything quintessentially Indian about the Indian consumer. If yes, what are the basic traits? How far have the consumers evolved? Answers to these questions may offer vantage points for brands to connect with consumers more meaningfully. The study of history, the caste system, geographic locations, culture, changing market forces, media and globalisation are as much a part of this exploration as are observations and analysis of our popular culture. The book presents a holistic portrait of how changes take place in a complex society and influence the desire and decision-making process of consumers. Crafted in a conversational tone, Denial, Desire, Immersion weaves a vibrant texture of everyday India and its ever-busy consumers as they live life, select, ponder and agonise over the choices they make for brands and products.

Ghar Ghar Di Kahani Om Parkash 1995

NTA UGC NET Paper 1 Topic-wise 52 Solved Papers (2020 to 2004) 2nd Edition Disha Experts 2021-02-04

Encyclopedia of Indian Cinema Ashish Rajadhyaksha 2014-07-10 First Published in 1999. Routledge is an imprint of Taylor & Francis, an informa company.

Advertising in India Oma Gupta 2005 1. Advertising, History, Changing Face and Ethics 2. Scanning Advertisements 3. Advertising Media, Agency Impact 4. Sex in Advertising 5. Advertising and Potrayal of

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Women 6. Impact of Advertising on Rural India 7. Targeting the Consumer 8. Importance of Business Communication Index

Reality of Reality Television Ronaq Zahoor 2021-11-20 Being a relatively new genre of TV programming, reality television is an area that has not been explored much. This book has made an effort to study this genre. The focus is to find out the audience's perception of reality television. This study has attempted to identify various sub-genres of reality television and also the most popular reality shows among the urban, educated youth of Kashmir. Besides, the study has also tried to find out how real does the audience think is the reality shown in these shows. Male and female perceptions have been separately studied and the difference in their perceptions pointed out.

The Other Country Mrinal Pande 2011-01-01 The Other Country brings together a wide-ranging selection of essays by Mrinal Pande; one of India's most respected journalists. Through chronicle; anecdote and hard-hitting reportage; Mrinal traces the many; ever-widening fault lines between Bharat and shining India; the small town and the metropolis. Mrinal describes the Great Language Divide between Hindi and English; traces its origin; the role globalization has had in its spread; and the effect of this divide on contemporary literature and media. She vividly describes the anti-outsider movement in Mumbai and analyses the role that inequitable development; and the lack of opportunities in villages and small towns; has played in it. Mrinal tells the story of Prabha Devi of Tehri; Uttarakhand; who picked up scissors and comb to become village barber in the face of opposition and thus came to represent the enormous change in attitudes and stances that are now sweeping Indian society everywhere. And through a hilarious profile of the Mineral Water Baba of Faridabad; who can heal any ailment with a sealed bottle of mineral water; she analyses one of the big issues facing India's villages and metropolises: its water-management systems.

We Were Adivasis Megan Moodie 2015-08-20 Anthropologist Megan Moodie examines the Indian state's relationship to 'scheduled tribes', or adivasis - historically oppressed groups that are now entitled to affirmative action quotas in educational and political institutions. Through a deep ethnography of the Dhanka in Jaipur, Moodie brings readers inside the creative imaginative work of these long-marginalised tribal communities.

Little India Patrick Eisenlohr 2006 Examining an example of linguistic plurality on the island of Mauritius, where more than two-thirds of the population is of Indian ancestry, this study focuses on the formation of diaspora as mediated through the cultural phenomenon of Indian ancestral languages - principally Hindi, which is used in religious contexts.

Urban Women in Contemporary India Rehana Ghadially 2007-04-04 Since the early 1990s, feminists in India have been rallying against integrating the Indian economy into the world market, perceiving it as a phenomenon which will lead to increased feminisation of poverty and the commodification of women. This anthology explores the impact of globalisation on Indian women and the struggle for gender equality. Since urban India has taken the initial benefit and brunt of globalisation, the focus here is on urban women, particularly from the educated middle class. The two dozen essays in this book offer insights into: - gender identity, gender relations and conceptions of women - violence against women and conflict resolution - women and the media - neo-liberal globalisation, from beauty pageants to working conditions - women and information and communication technologies - politics and women's political participation 'Women`s work is never done,' said an African women`s rights activist, `Feminists` work will never ever be done.' This book reminds us that the road to the complete empowerment of women in India is still a long one.

In Sickness and in Health Premilla D'Cruz 2003 While there have been many studies on HIV-positive people, this pioneering book studies the impact on affected families, highlighting changing family dynamics, once the diagnosis is known. It also makes recommendations to alleviate the situation, without ever losing sight of the human dimensions.

BUSINESS @ HOME Vaijayanti Pandit 2003 *BUSINESS @ HOME*

THE DUOLINGO ENGLISH TEST (TARGET 125+) ASHOK KUMAR It's tricky to prepare for the Duolingo exam as it measures everything from how natural your intonation is to your ability to accurately describe a photo you've never seen before! However, there are a few things you can do to ensure you're ready to take it. The best thing you can do for your score on the Duolingo exam is to work on your overall English proficiency using high-level material like this reference and practice book which contains the FAQs about the test, a complete information about the tasks and practice material, essential tips and strategies, the rules of functional and basic grammar, vocabulary, spellings of typical words. This Duolingo English test preparation material is not like traditional resources. It has been prepared after observing the various issues of the test and concerns of the common students. This book is a comprehensive Duolingo English test's preparation material and aims at improving general English of the students. It is hopefully believed that learners of all the levels will find the contents of this book worth reading.

India Today Arnold P. Kaminsky 2011 With more than a billion citizens - almost 18 per cent of the world's population - India is a reflection of over 5,000 years of interaction and exchange across a wide spectrum of cultures and civilizations. "India Today: An Encyclopedia of Life in the Republic" describes the growth and development of the nation since it achieved independence from the British Raj in 1947. The two-volume work presents an analytical review of India's transition from fledgling state to the world's largest democracy and potential economic superpower. Providing current data and perspective backed by historical context as appropriate, the encyclopedia brings together the latest scholarship on India's diverse cultures, societies, religions, political cultures, and social and economic challenges. It covers such issues as foreign relations, security, and economic and political developments, helping readers understand India's people and appreciate the nation's importance as a political power and economic force, both regionally and globally

Gendered Citizenship and the Politics of Representation Brita Ytre-Arne 2016-08-26 This book sheds new light on gender-based inequalities in a globalized world. Interdisciplinary in scope, it reveals new avenues of research on gendered citizenship, analysing the possibilities and pitfalls of being represented and of representing someone. Drawing on contexts both historical and contemporary, it queries what it means to have access to representation, which power structures regulate and produce representation, and who counts as a citizen. Situating its arguments in the global struggle for hegemony, it answers such thought-provoking questions as whether one can represent someone or be represented without recourse to citizenship and, conversely, whether it is possible to be a citizen if one does not have access to representation. This engaging edited collection will appeal to students and scholars of sociology, social anthropology, history, media studies, political science, literature, gender studies and cultural studies. div div>

The Case of the Missing Servant Tarquin Hall 2009-06-16 The first in a detective series that "immediately joins the No. 1 Ladies' Detective Agency as representing the best in international cozies" (Booklist, starred review). Meet Vish Puri, India's most private investigator. Portly, persistent, and unmistakably Punjabi, he cuts a determined swath through modern India's swindlers, cheats, and murderers. In hot and dusty Delhi, where call centers and malls are changing the ancient fabric of Indian

life, Puri's main work comes from screening prospective marriage partners, a job once the preserve of aunties and family priests. But when an honest public litigator is accused of murdering his maidservant, it takes all of Puri's resources to investigate. With his team of undercover operatives—Tubelight, Flush, and Facecream—Puri combines modern techniques with principles of detection established in India more than two thousand years ago, and reveals modern India in all its seething complexity.

Strategic Management V.S.P. Rao 2004-05 Designed to facilitate understanding and retention of the material presented, each chapter contains the following pedagogical features:u Opening Case: Each chapter begins with an opening case highlighting strategies and actions followed by Indian companies while trying to exploit the opportunities present in a competitive environment.u Real World Examples: Each chapter contains a number of real- world examples illustrating how a particular firm has exploited the gaps present in the environment, using its own resources to best advantage. u Terminology: Key ideas and terms that are vital to understanding strategic management have been highlighted throughout the book and explained at the end in a summarised formu References: Each chapter is also supported by carefully selected references for the benefit of readers who might be interested in exploring the topic(s) further.u Personality Profiles: Personality sketches of leading corporate heroes have also been provided at appropriate places, illustrating the manner in which they fought against heavy odds and emerged as winners in the end.u Review and Discussion Questions : Following the terminology, review and discussion questions offer an opportunity to focus on each of the key ideas illustrated at the beginning of each chapter and stimulate clear thinking.u Research Inputs: The book provides a comprehensive coverage of a vast, growing subject well-supported by a wealth of research data collected from multifarious sources.u Concluding Case: Each chapter contains a thoroughly researched and widely-acclaimed case, picked up from Business Today, relevant to the topic in question.u Student Oriented Text: The subject matter has been presented in a simple and lucid manner, keeping the unique requirements of students in mind.

Mass Communication in India, Fifth Edition Keval J. Kumar 2020-12-10 Third Completely Revised and Updated EditionMass Communication in India is a result of the author s in-depth study and understanding of the media. The book deals with a general introduction to Communication Theory, Advertising, Television, Effects of Media and Development. In short, the book is designed to give the student of Mass Communication a general and comprehensive view of the modern and traditional media in India. It meets the objective of being a text book as well as a book that gives an overview of mass communication in India.

Mad(e) In India Tarika Roy 2021-09-25 Mad(e) In India is a frank and funny exploration of India and Indians. With disarming wit, this book explores Indianness and its many facets—who we are as a people and a nation, our quirks, superstitions, myriad gods and goddesses and holy men, our packed cities and streets, our obsession with film stars and filmy style, our jugaadu ways of solving all problems big and small, our diverse cuisines, cultural traditions and art forms, and the unity in diversity that bridges our superficial differences. The authors skillfully showcase the qualities that quintessentially make up the idea of India. Diverse and complex as India is, readers are sure to understand it better and delve into its warm and generous heart as they turn the pages. Written in a conversational style, generously spiced with humour and insight, and interspersed with a rich variety of Indian phrases, this book is an entertaining and light-hearted read.

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2020-02-04

Media, Gender, and Popular Culture in India Sanjukta Dasgupta 2011-10-21 In contemporary India, as one

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side of the coin celebrates traditional stereotypes, the other side subverts the same image, sometimes subtly, but often radically. The push and pulls of these factors are changing the cultural landscape of India decisively. This volume critiques media representations of popular culture and gender since the 1950s and tracks the changes that have taken place in Indian society. The authors give us incisive analyses of these transformations, represented through the candid lens of the camera in films, television, advertisements and magazines, all of which focus on gender and familial representations and patriarchal norms in Indian society. The strength of this book is that it rejects grand narratives in favor of the micro-politics of daily living. In the course of exploring the metamorphosis of India, the authors succeed in dissolving the boundaries between mass/low culture, elite/high culture and local/national/global affiliations.

Movie Magic Kiran Kumar 2014-05-27 We have tried to present an overview of one-hundred-year-old movie history (all over the world), which has both positive and negative aspects for the creator and the viewer. This is especially true of the three leading commercial centers Bollywood (Bombay Hindi movies), Hollywood (USA), and Japan. Images moved in 1892 and started talking in 1923 in *The Jazz Singer* (Hollywood). It has remarkable achievements both on epic and offbeat levels. They cast a hypnotic spell and emotional bonding of the viewers with the star performers and singers. The identification with the character and their predicament is the magnetism, which is unparalleled compared to other arts like literature, painting, music, etc. Movies combine all the three major art forms besides the charisma of the stars. But it has its flip side also, like the dark space between stars littered with broken hearts and lives and the questionable impact of the crass, commercial movie with an eye on profit at any cost. However, we can make it more powerful and positive. The book is an exciting romp through the stellar world of movies and their creators.

De-stereotyping Indian Body and Desire Kaustav Chakraborty 2014-03-17 Stereotypes result in deceptive generalizations about groups and are held in a manner that renders them as derogatory. As such, this volume advocates an active, goal-oriented effort in order to reduce prejudice through contact. Deconstructing the motivated 'otherizing' of the marginalized, the book offers an alternative reading of the representations of Indian body and desire, in both literature and media, that are often politically inscribed as 'abnormal' and 'unnatural' due to their non-conformity. Poststructural and postcolonial theories have argued that the body is a cultural construct rather than a natural entity. This argument is based on the assumption that there is no unalloyed body with any singular signification, but there are bodies onto which a multiplicity of meanings are inscribed and enforced. The responsibility of this 'inscription' lies with the agencies that hold power in a culture, and the infused meanings will consequently facilitate the ideologies of such agencies. In other words, the bodies of a certain culture are the 'embodiment' of the ideas of those who hold power in that culture. The corporality of the body, in this sense, is a cultural site in which the subtle political ideologies are deftly imposed, and, accordingly, 'correct' and 'sanctioned' desire is expected to germinate. Consequently, it may be argued that apparently unified or non-contradictory bodies of 'normal' desire should be suspected of having subtle hegemonic mechanisms in their formation. As a corollary to this, an investigation into such 'abnormal' bodies with 'unnatural' desires may have the effect of subverting such a power structure. Today's world believes in de-stereotyped thinking and stereotyped living. Language has already been declared as a means more of camouflage than of revelation. As a result, there is a need to deconstruct the so-called 'radical' representations and expose the undercurrent of the norm. Otherization through stereotyping agencies and ideologies motivates racist, sexist and other de-humanizing positions and perspectives. This book, which is the outcome of the UGC-sponsored National Seminar organised by the Department of English at Southfield College, Darjeeling, is an endeavour to demystify the politics behind stereotyping, and to advocate the justification of de-stereotyping. As such, it represents a significant contribution to

numerous disciplines including subaltern studies, women and gender studies, queer studies and minority discourse.

CRITICAL PERSPECTIVES ON NEOLIBERAL GLOBALIZATION, DEVELOPMENT AND EDUCATION IN AFRICA AND ASIA Dip Kapoor 2011-10-30 This interdisciplinary collection of readings pertaining to schooling, higher education, adult and community development education, indigenous education and social movement learning in the African and Asian regions is a contribution to anti/critical colonial scholarship in comparative/international education and the sociology of education. The political and analytical standpoint that weaves through the text considers the imbrications of the colonial and imperial projects currently referenced as neoliberal globalization (globalization of capitalism) and development (compulsory Eurocentric-modernization) and their attendant and mutual implications for education, social reproduction and hegemony. Counter/anti-hegemonic and indigenous education projects and pre/existing alternatives are registered in the critique. At last, a remarkable collection of essays written by a range of scholars, mostly originating from Asia and Africa, demonstrating with admirable clarity how policies and practices of neo-liberal globalization in those regions cannot be adequately understood without appreciating how they are a product of the exploitative histories of colonialism. Written with conceptual sophistication, personal knowledge and deep conviction, these essays represent a major scholarly intervention in contemporary debates about globalization and education.??Fazal Rizvi, Professor, Graduate School of Education, University of Melbourne, Australia & Professor-Emeritus, University of Illinois at Urbana-Champaign, USA. This intriguing and provocative volume deals with crucial intersections between global forces and national initiatives with respect to the most crucial agency of transformation: education. The cumulative efforts of this assembly of committed intellectuals reveal the forces that retard progress in the two largest continents and offers compelling suggestions on how to redefine the boundaries of power, the contents of knowledge, and the use of critical thinking to create alternative spaces of autonomy, freedom, liberation and empowerment. Toyin Falola, University Distinguished Professor & Frances Higginbotham Nalle Centennial Professor, University of Texas at Austin. This volume, well crafted by Dip Kapoor, one of the finest scholars in the postcolonial education field, brings together writers who examine processes of learning and education more broadly within the context of the dominant discourses of globalisation and 'development'. They unveil the underlying neocolonial, neoliberal tenets of these processes strongly echoing what Hardt and Negri would call 'Empire.' In short, another important reading resource provided by Dip Kapoor and colleagues. Peter Mayo, Professor & Chair, Educational Studies, University of Malta. Finally, a much awaited intervention on neoliberal globalization from Asian and African perspectives! This book makes a compelling case for a historically grounded, regionally specific analysis of globalization. The contributions are extraordinary for their textured and embedded analysis of neoliberal globalization. One of those rare books that deserve to be read across the social sciences. Sangeeta Kamat, Associate Professor, International Education, University of Massachusetts, Amherst, USA.

Focus On: 100 Most Popular 20Th-century Indian Actresses Wikipedia contributors

Career in Media P K Arya 2009-01-01 In the last decade of the twentieth century, media took a giant leap as an all-pervading head count and business empire. It is no more bound now in restricted compartments of print media, electronic media, broadcasting, public relations, advertisements and the traditionally recognised media moves. Some new media materials like corporate communication and internet journalism have come into vogue following the gigantic expansion of the media industry. As a result, today there are various vocations which were unimaginable in the past. In the context of present-day India, the media has undergone a sea change. This book caters to the ambitious youths who dream of carving a niche for themselves in the field of journalism, both in print as well as electronic media.

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Journey Of A Common Man Born In Independent India Anil Malik 2021-08-28 The book is about a law-abiding common man's journey and what he sees and experiences during his life span, about happenings in various fields like politics, scandal/scams, personalities, sports, achievement/disappointments, Entertainment, and lastly his personal journey. The things are broken into decade-wise chapters. Readers of this book will feel as if it is part of their journey also.

Quick Revision for Key to Unlock CA-CPT Entrance (Combo with 9788121935111) Tulsian P.C. & Tulsian Bharat Section 1 : Revision One Day Before Examination Section 2 : Tulsian'S Model Test Papers For Revision

This is How We Dance Now! Pallabi Chakravorty 2017-10-03 This book is the first scholarly study of Indian dance reality shows and the attendant celebrity culture. It presents an ethnographic and behind-the-scenes study of the lives of reality show dancers and choreographers in obscure and well-known corners of Mumbai and Kolkata. The dancers' classes, rehearsals, aspirations, and voices—which are often hidden from public gaze—are explored in detail, along with the themes of subjectivity, media-embodiment, pedagogy, gender identity, and social mobility. These explorations are framed by new and original intersections of ideas from the fields of anthropology, dance studies, philosophy, media studies, gender studies, and postcolonial theory. The author offers fascinating, multi-layered analyses into cosmopolitan modernity and the changing visual culture of liberalizing India. Using the lens of dance and dancers, this book offers deep insights into some of the most profound changes taking place in Indian culture today.

Media Space and Gender Construction Shekh Moinuddin 2010-09-13 Media Space has become a rich intellectual resource in understanding spatial complexities. This innovative book extends the understanding of spatial perspective to non-material spaces. The relationship between geography and gender is explored from an Indian perspective with the help of Media Space. Media Space is a virtual and metamorphic space where people can express and communicate views, ideas, images, and texts. Media Space is indeed a place where the construction of gender stereotypes, using various media, influences viewers. This study offers a diagnostic look at visual media and their consideration of soap operas, in term of both State and market responsibility, since liberalization took place in India. The study broadens the research scope of the geographical perspective in both non-material and material space, including television and other modes of virtual space.

Real To Reel Jacob Palaparambil 2016-11-25 It is a known fact that, in India, more than one-sixth of women are hooked onto Indian television serials. Nowadays, these so-called serials are taking the place of Indian cinema. These shows have attracted a huge number of audiences towards itself, and are growing at an alarming rate. The mega serials broadcasted all across India depict an ideal woman who has been exploited, tortured and suffered for a long time and is shown as an epitome of self-righteousness. The present study was done with a view to ascertain the responses from men and women about Indian television mega serials, and to study the impact of these serials on them. Regarding the image and the portrayal of women shown in these serials, it can be said that women are mostly projected as housewives or a glamorous figure; each time any "womans issue" or "a woman's story" is presented, two archetypes tend to emerge. The stereotype is either that of a young, professional, beautiful super woman or of a relatively passive and traditional woman living mostly according to the rules set by her man.

Passionate Modernity Sanjay Srivastava 2020-11-30 Combining historical and ethnographic analysis, this book deals with the making of the heterosexual imagination from the beginning of the twentieth century to the present in the Indian context. This unique book uses methods from anthropology, cultural

studies and history to explore the making of modern cultures of sexuality in India. It provides an analysis of the sexual and domestic politics of the period by focusing on the vast corpus of publications and journals on sexology from the 1920s to the 1940s, and links Indian activities with those in other parts of the world. The author analyzes material that has thus far been outside the purview of scholarly studies, namely, 'footpath pornography', magazines such as Sexology Mirror (in Hindi), women's magazines dealing explicitly with sex and sexuality.

Hero and Hero-Worship: Fandom in Modern India Rahul Chaturvedi 2021-01-05 In the aftermath of liberalization of Indian economy in 1991, the study of star-fan studies has experienced exponential expansion. Hero and Hero-Worship: Fandom in Modern India explores the areas of political, religious, film and cricket star fandoms; analyzing the rise of star formations and their consequent fandoms, star-fan bonds, as well as the physical and virtual space that both stars and fans inhabit. As perhaps one of the first book-length studies on Indian fandom, this volume not only draws on the works of Jenkins and other fandom scholars, but also explores the economic and cultural specificities of Indian fandom. This book will be of particular interest to scholars working in the field, as well as general readers interested in understanding star-fan interactions and intersections.