

**Bollywood and Globalization**

Indian Popular Cinema, Nation, and Diaspora

*Edited by Rini Bhattacharya Mehta and Rajeshwari V. Pandharipande*

**Pub Date:** June 2011  
**Binding:** Paperback  
**Price:** £25 / \$40  
**ISBN:** 9780857287823

**Category:** PERFORMING ARTS / Film  
& Video / Direction & Production  
**BISAC code:** PER004010  
**BIC code:** APF

**Extent:** 210 pages  
**Size:** 229 x 152mm / 9 x 6

**Rights Held:** World, excluding South Asia

**Description**

**A significant contribution to the current debate on Indian cinema, nationhood and Global Culture.**

'In this book, global India has moved on from postcolonial India and through economic liberalization, and new forms of cultural nationalism stand poised to leave its borders. Recommended.' —*Choice*

'Increases our understanding of post-liberalisation Hindi film.' —*Journal of Intercultural Studies*

'An informative discourse on the impact of globalization on Bollywood cinema and its implications. Scholars of film and cultural studies will find it useful for the range of topics it encompasses.' —*South Asian Diaspora*

Commercial cinema has always been one of the biggest indigenous industries in India, and remains so in the post-globalization era, when Indian economy has entered a new phase of global participation, liberalization and expansion. Issues of community, gender, society, social and economic justice, bourgeois-liberal individualism, secular nationhood and ethnic identity are nowhere more explored in the Indian cultural mainstream than in commercial cinema. As Indian economy and policy have gone through a sea-change after the end of the Cold War and the commencement of the Global Capital, the largest cultural industry has followed suit. ***Bollywood and Globalization*** is a significant addition to the study of post-Global Indian culture. The articles represent a variety of theoretical and pedagogical approaches, and the collection will be appreciated by beginners and scholars alike.

**Readership:** Scholars and students of Indian cinema, South Asian culture and politics and post-Global India.

**Contents**

Acknowledgements; Notes on Contributors; Chapter One: Bollywood, Nation, Diaspora: An Incomplete Introduction to Indian Cinema in the Era of Globalization - Rini Bhattacharya Mehta; Chapter Two: Sentimental Symptoms: The Films of Karan Johar and Bombay Cinema - Sangita Gopal; Chapter Three: Is Everybody Saying 'Shava Shava' To Bollywood Bhangra? - Anjali Gera Roy; Chapter Four: Bollywood Babes: Body and Female Desire in the Bombay Films Since the Nineties and Darr, Mohra and Aitraaz: A Tropic Discourse - Purna Chowdhury; Chapter Five: Globalization and the Cultural Imaginary: Constructions of Subjectivity, Freedom & Enjoyment in Popular Indian Cinema - Gautam Basu Thakur; Chapter Six: Rang de Basanti: The Solvent Brown and Other Imperial Colours - Manisha Basu; Chapter Seven: Between Yaars: The Queering of Dosti in Contemporary Bollywood Films - Dinah Holtzman; Chapter Eight: Imagining the Past in the Present: Violence, Law and Citizenship in Indian Cinema - Nandini Bhattacharya; Chapter Nine: 'It's All About Loving Your Parents': Liberalisation, Hindutva and Bollywood's New Fathers - Meheli Sen; Select Bibliography

**About the Editors**

Rini Bhattacharya Mehta is Visiting Assistant Professor of Comparative and World Literature at the University of Illinois, Urbana-Champaign.

Rajeshwari V. Pandharipande is Professor of Linguistics, Religion, and Comparative Literature at the University of Illinois, Urbana-Champaign.

**Ordering in the UK/Rest of the World**

Marston Book Services  
P.O. Box 269  
Abingdon, Oxfordshire  
OX14 4YN, United Kingdom  
Tel: +44 (0)1235 465577  
Fax: +44 (0)1235 465556  
direct.orders@marston.co.uk  
trade.orders@marston.co.uk

**Ordering in North America**

Books International  
P.O. Box 605  
Herndon, VA 20172-0605  
United States  
Tel: +1 703 661 1570  
Fax: +1 703 661 1501  
bimail@presswarehouse.com