



## Popular Culture in a Globalised India (Hardback)

By -

Taylor Francis Ltd, United Kingdom, 2009. Hardback. Condition: New. New.. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.As India celebrated the sixtieth anniversary of its independence, much praise was lavished on its emergence as a major player on the global stage. Its economic transformation and geopolitical significance as a nuclear power are matched by its globally resonant cultural resources. This book explores India s rich popular culture. Chapters provide illuminating insights into various aspects of the social, cultural, economic and political realities of contemporary globalised India. Structured thematically and drawing on a broad range of academic disciplines, the book deals with critical issues including: - Film, television and TV soaps - Folk theatre, Mahabharata-Ramayana ,myths, performance, ideology and religious nationalism - Music, dance and fashion - Comics, cartoons, photographs, posters and advertising - Cyberculture and the software industry - Indian feminisms - Sports and tourism - Food culture Offering comprehensive coverage of the emerging discipline of popular culture in India, this book is essential reading for courses on Indian popular culture and a useful resource for more general courses in the field of cultural studies, media studies, history, literary studies and communication studies.

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