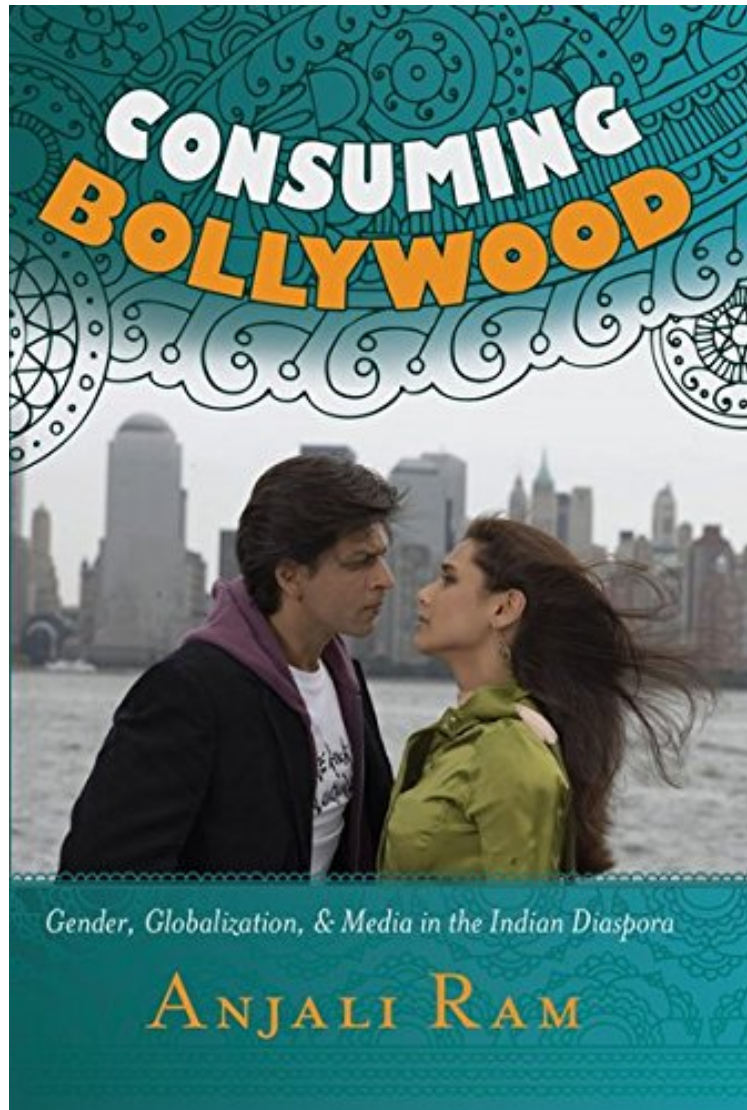


Consuming Bollywood: Gender, Globalization and Media in the Indian Diaspora

Anjali Ram

DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



+

READ ONLINE

#1558829 in Books 2014-07-16Original language:EnglishPDF # 1 8.80 x .40 x 5.90l, #File Name: 1433113422217 pages | File size: 20.Mb

Anjali Ram : Consuming Bollywood: Gender, Globalization and Media in the Indian Diaspora before purchasing it in order to gage whether or not it would be worth my time, and all praised Consuming Bollywood: Gender, Globalization and Media in the Indian Diaspora:

Consuming Bollywood is a major activity in the Indian diaspora and the revenue generated from diasporic audiences is growing exponentially. By combining extended qualitative interviews and textual analysis, this book provides an insightful analysis of how the women who are socially located in the Indian diaspora use the spectacle of Bollywood cinema to renegotiate cultural meanings of home, gender, belonging, and identity. By taking the experiences and interpretations of diasporic women as central, this book substantially adds to the literature on gendered and transnational identity in the context of migration and globalization. Furthermore, it considers the emergence of Bollywood as a potent global brand that is reconstituting cultural identities within a transnational, neoliberal, market-driven economy.