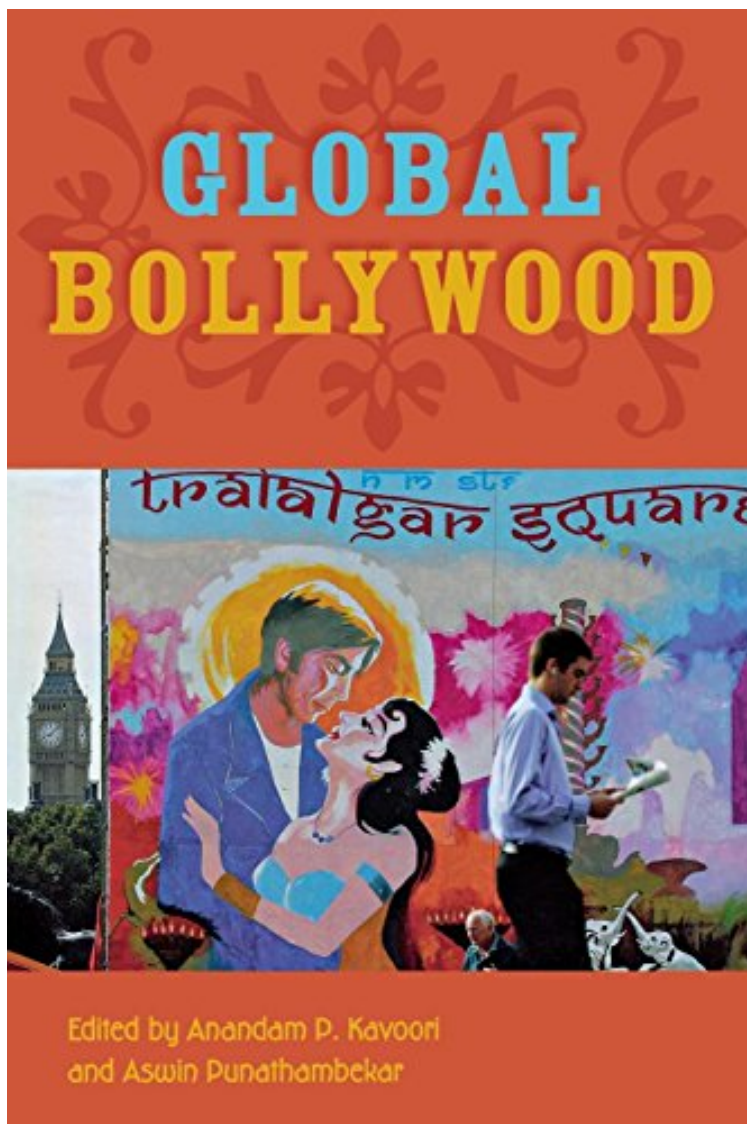


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1 of 1 people found the following review helpful. Excellent review of perspectives and issues By M. Griffin This collection of essays edited by Kavoori and Punathambekar is an excellent collection of perspectives on various aspects of Bollywood as a global force in international movie marketing. Essays cover the emergence of Bollywood filmmaking as the national Indian cinema, despite the existence of other prominent regional cinemas, nuances

concerning the globalization of Bollywood, and various important issues involving Bollywood film texts, cultural and sub-cultural audiences, stars, fan culture, and the emerging presence of Bollywood content and fandom on the web. A great book of readings for students of Indian film, and global film and global media in the 21st century. 1 of 1 people found the following review helpful. Indians and Diaspora studies By Linu I am using it for class on Bollywood cinema addressing Indians in the Diaspora. Excellent articles on a variations of topic and places.

Bollywood is one of the most prolific film industries in the world. Based in Mumbai (formerly Bombay), the industry churns out hundreds of films each year primarily melodramatic films with music and elaborately choreographed dance routines. Bollywood's popularity is quickly spreading across the globe, and, beyond the films themselves, Bollywood has made its way into global popular culture. *Global Bollywood* brings together leading scholars to examine the transnational and transmedia terrain of Bollywood. Defining Bollywood as an arena of public culture distinct from Hindi-language Bombay cinema, this volume offers a new critical framework for analyzing the institutional, cultural, and political dimensions of Bollywood films and film music as they begin to constitute an important circuit of global flows in the twenty-first century. Organized thematically, the book examines contestations surrounding the term Bollywood, changing relations between the state and the film industry, convergence with television and new media, online fan culture, film journalism, and the reception and negotiations of gender and sexuality in diverse socio-cultural contexts. *Global Bollywood* is indispensable for understanding not only Bollywood cinema and culture but also how global media flows are reconfiguring relationships among geography, cultural production, and cultural identity.

Engaging, and a rewarding experience. A must-read for all Bollywood enthusiasts as well as others who wish to be informed about this remarkable phenomenon. -Vijay Mishra, author of *Bollywood Cinema: Temples of Desire* About the Author Anandam P. Kavoori is Associate Professor, Grady College of Journalism and Mass Communication at the University of Georgia. He is the author of *Thinking Television: Media Literacy, Multiculturalism and the Work of Democracy* and *The Logics of Globalization: Re-imagining International Communication*. Aswin Punathambekar is Associate Professor of Communication Studies at the University of Michigan-Ann Arbor. He is the co-editor of *Global Bollywood* (NYU Press, 2008).