



South Asian Media Cultures
Audiences, Representations, Contexts
Edited by Shakuntala Banaji

Pub Date: April 2010
Binding: Hardback
Price: £60 / \$99
ISBN: 9781843318422

Category: HISTORY / Asia / General
BISAC code: HIS003000
BIC code: HBJF

Rights Held: World

Extent: 320 pages
Size: 229 x 152mm / 9 x 6
Illustrations: 7+ images

Description

A collection of original, well researched and intelligible essays examining a broad range of media cultures and practices from across South Asia.

'Shakuntala Banaji has brought together writings on South Asia and Media whose range and quality exceeds anything on the subject that I have seen. The ambition and scope of this volume ensure that it will be a reference for anyone interested in globalization, media and South Asia.'

—Arvind Rajagopal, Associate Professor of Culture and Communications, New York University

'The popular imagery versioning of South Asia has survived repeated critique. This is a timely collection that shows how this mechanism continues to do its work. Written by up-and-coming scholars who refract the usual gloss differently...a very welcome set of essays.'

—Professor John Hutnyk, Academic Director, Centre for Cultural Studies, Goldsmiths University of London

South Asian Media Cultures examines a wide range of media cultures and practices from across South Asia, using a common set of historical, political and theoretical engagements. In the context of such pressing issues as peace, conflict, democracy, politics, religion, class, ethnicity and gender, these essays explore the ways different groups of South Asians produce, understand and critique the media available to them.

Readership: Academics and students of South Asian history, media, politics and culture, as well as students of media studies, cultural studies, social anthropology and film studies.

Contents

Introduction; Talking Back to 'Bollywood': Hindi Commercial Cinema in North-East India; 'Adverts Make Me Want to Break the Television': Indian Children and their Audiovisual Media Environment in Three Contrasting Locations; Urdu for Image: Understanding Bangladeshi Cinema through its Theatres; Musical Media and Cosmopolitanism in Nepal's Popular Music, 1950-2006; Private Satellite Television and the Geo-Politics of Moderation in Pakistan; Forgetting to Remember: The Privatisation of the Public, the Economisation of Hindutva, and the Medialisation of Genocide; Myth – The National Form: *Mission Istanbul* and Muslim Representation in Hindi Popular Cinema; A Peace of Soap: Representations of Peace and Conflict in Popular Teledramas in Sri Lanka; Destigmatising Star Texts – Honour and Shame among Muslim Women in Pakistani Cinema; Through the Lens of a 'Branded Criminal': The Politics of Marginal Cinema in India; Pakistani Students' Uses of New Media to Construct a Narrative of Dissent; Expanding the Art of the Possible: Leveraging Citizen Journalism and User Generated Content (USG) for Peace in Sri Lanka; Conclusion; List of Contributors

About the Editor

Shakuntala Banaji, PhD, is a Lecturer in Media and Communication at the London School of Economics, UK.

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