

Contents



<i>Acknowledgements</i>	vii
<i>Preface</i>	ix
<i>List of Illustrations</i>	xvii
1 'BEAUTYFULL WIFE, DENGER LIFE': ENGAGING WITH POPULAR CULTURE	1
I A Moving Message	1
'Beautyfull Wife, Denger Life'	1
II Reading Popular Culture	3
The Concept of Popular Culture	3
The Semiotics of Popular Culture	7
Imagining the Nation	10
III Gender and Genre	12
Visual Culture and the Controlling 'Gaze'	13
Reading the Romance	16
Gender and Resistance	17
IV Rethinking the Family	20
The Kinship Map of India	20
The Indian Joint Family	22
Arranged Marriage	24
Dowry and Brideprice	26
The Limits of Family Change	28
The Moral Economy of the Indian Family	29
V <i>Dharma</i> and Desire, Freedom, and Destiny	33
2 FEMININE IDENTITY AND NATIONAL ETHOS IN CALENDAR ART	48
I Woman/Goddess/Nation: A Contemporary Controversy	48
II Defining Calendar Art	49

III	Ravi Varma and the Invention of Calendar Art	52
IV	Deciphering the Archive: Gender and Calendar Art	58
	Objects of Desire/Commodities on Sale	60
	Icons of Nation	62
	Plurality and Difference	66
V	Trajectories of Change?	68
3	'BABY' ICONS: FORMS AND FIGURES OF A NEW GENERATION	85
I	Introduction	85
II	Envisioning Childhood	87
III	South Asian Childhoods	90
	Child Socialization as Pathology	91
	Childhood between Tradition and Modernity	93
	Cosmologies of Childhood	95
IV	Representing the Child	97
	God-baby	98
	Welcome-baby	100
	Citizen-baby	102
	Hero-baby	103
	Customized-baby	104
4	DESIRE AND DESTINY: RESCRIPTING THE MAN-WOMAN RELATIONSHIP IN POPULAR CINEMA	114
I	Prologue: On a Personal Note	114
II	The Body Language of Popular Cinema	117
III	The Problematics of Romance	119
	<i>Dharma</i> and Desire	121
	Freedom and Destiny	123
IV	A Paradigm of Desire	124
	Jabba and Bhoothnath	125
	Chhote Sarkar and the Courtesan	126
	Chhoti Bahu and Chhote Sarkar	127
	Bhoothnath and Chhoti Bahu	129
V	Happy and Unhappy Endings	130
5	IMAGINING THE FAMILY: AN ETHNOGRAPHY OF VIEWING <i>HUM AAPKE HAIN KOUN . . .!</i>	138
I	What Makes a 'Clean' Movie? The Lack of 'Vulgarity'	143

	The Display of Affluence	148
	The Spirit of 'Sacrifice'	150
	The Family as 'Tradition'	152
II	The Constitution of the Ideal Indian Family	155
	The Ideal of the Joint Family	156
	Affinity as a Value	158
	The Truth-telling Voice	159
III	The Pleasures of Viewing: Voyeurism, Narcissism, and a Happy Ending	162
IV	The Emblematic Family	168
6	THE DIASPORA COMES HOME: DISCIPLINING DESIRE IN <i>DDLJ</i>	180
I	Prologue	180
II	Indianness: At Home and Abroad	181
III	<i>Dilwale Dulhania Le Jayenge</i>	185
IV	Romance, Indian Style	189
V	The Tyranny of 'Tradition'	196
VI	<i>Pardes</i> : Reinstating the Contradiction of India and the West	200
VII	'American Dreams, Indian Soul'	204
VIII	Indian Dream, Transnational Location	206
7	LEARNING TO 'ADJUST': THE DYNAMICS OF POST-MARITAL ROMANCE	217
I	Domesticating Romance Fiction	217
II	<i>Woman's Era</i>	220
III	Twenty Tales of True Romance	222
	Tales of Courtship	223
	Tales of Conjugal Love	224
	Sources of Marital Tension	226
	Mediation	227
	Resolution	231
IV	True-life Tales of Marital Breakdown	232
V	Prescription for a Happy Marriage	235
VI	Conclusion	238

8	SCRIPTING ROMANCE? TRIBULATIONS OF COURTSHIP IN POPULAR FICTION	248
I	Introduction: Constructing the Problematic	248
II	Narrative Trajectories	252
	Making 'Love' Respectable	252
	Putting 'Love' into Arranged Marriage	256
III	Conclusion	261
	<i>References</i>	264
	<i>Index</i>	301