

Contents

List of Tables and Figures vii

Acknowledgements xi

List of Abbreviations xiii

Introduction: The Horizon of Media Studies 1

Ravi Sundaram

I MAPPING THE TERRAIN

1. The 'Bollywoodization' of the Indian Cinema:
Cultural Nationalism in a Global Arena 21

Afterword: The Bollywoodization Argument—

Ten Years On 43

Ashish Rajadhyaksha

2. Sensuous Encounters: Law, Affect, and the Media Event 47

Lawrence Liang

3. The Inner and Outer Worlds of Emergent Television
Cultures 70

Shohini Ghosh

II CIRCULATION

4. Mission, Money, and Machinery: Indian Newspapers
in the Twentieth Century 95

Robin Jeffrey

5. Revisiting the Pirate Kingdom 121
Ravi Sundaram
6. Figures of Transit: Tracing a Century of Hollywood
in India 141
Nitin Govil

III PUBLICS

7. Creating Cinema's Reading Publics: The Emergence
of Film Journalism in Bombay 165
Debashree Mukherjee
8. Notes on Contemporary Film Experience: 'Bollywood',
Genre Diversity, and Video Circuits 199
Ravi S. Vasudevan
9. Whistling Fans: Reflections on the Sociology, Politics,
and Performativity of an Excessively Active Audience 224
S.V. Srinivas
10. Unimaginable Communities: Television, Globalization,
and National Identities in Postcolonial India 256
Shanti Kumar
11. The Imagined Reign of the Iron Lecturer: Village
Broadcasting in Colonial India 277
Joselyn Zivin
12. The 'Terrorist' and the Screen: Afterimages of the Batla
House 'Encounter' 300
Shuddhabrata Sengupta

IV PRODUCTION

13. Evolution of an Early Media Enterprise: The Gramophone
Company in India, 1898–1912 327
Vibodh Parthasarathi
14. Democratizing Indian Popular Music: From Cassette
Culture to the Digital Era 356
Peter Manuel
15. Film Stardom after Liveness 381
Ranjani Mazumdar

Index 401

About the Editor and Contributors 418