



Gandhi Meets Primetime: Globalization and Nationalism in Indian Television (Pop Culture and Politics Asia PA)

Shanti Kumar

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Kumar argues that India's hybrid national identity is manifested in the discourses found in this variety of empirical sources. He deconstructs representations of Mahatma Gandhi as the Father of the Nation on the state-sponsored network Doordarshan and those found on Rupert Murdoch's STAR TV network. The book closely analyzes print advertisements to trace the changing status of the television set as a cultural commodity in postcolonial India and examines publicity brochures, promotional materials and programming schedules of Indian-language networks to outline the role of vernacular media in the discourse of electronic capitalism. The empirical evidence is illuminated by theoretical analyses that combine diverse approaches such as cultural studies, poststructuralism and postcolonial criticism.

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