



Consuming Bollywood: Gender, Globalization and Media in the Indian Diaspora

Anjali Ram

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Consuming Bollywood is a major activity in the Indian diaspora and the revenue generated from diasporic audiences is growing exponentially. By combining extended qualitative interviews and textual analysis, this book provides an insightful analysis of how the women who are socially located in the Indian diaspora use the spectacle of Bollywood cinema to renegotiate cultural meanings of home, gender, belonging, and identity. By taking the experiences and interpretations of diasporic women as central, this book substantially adds to the literature on gendered and transnational identity in the context of migration and globalization. Furthermore, it considers the emergence of Bollywood as a potent global brand that is reconstituting cultural identities within a transnational, neoliberal, market-driven economy.

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