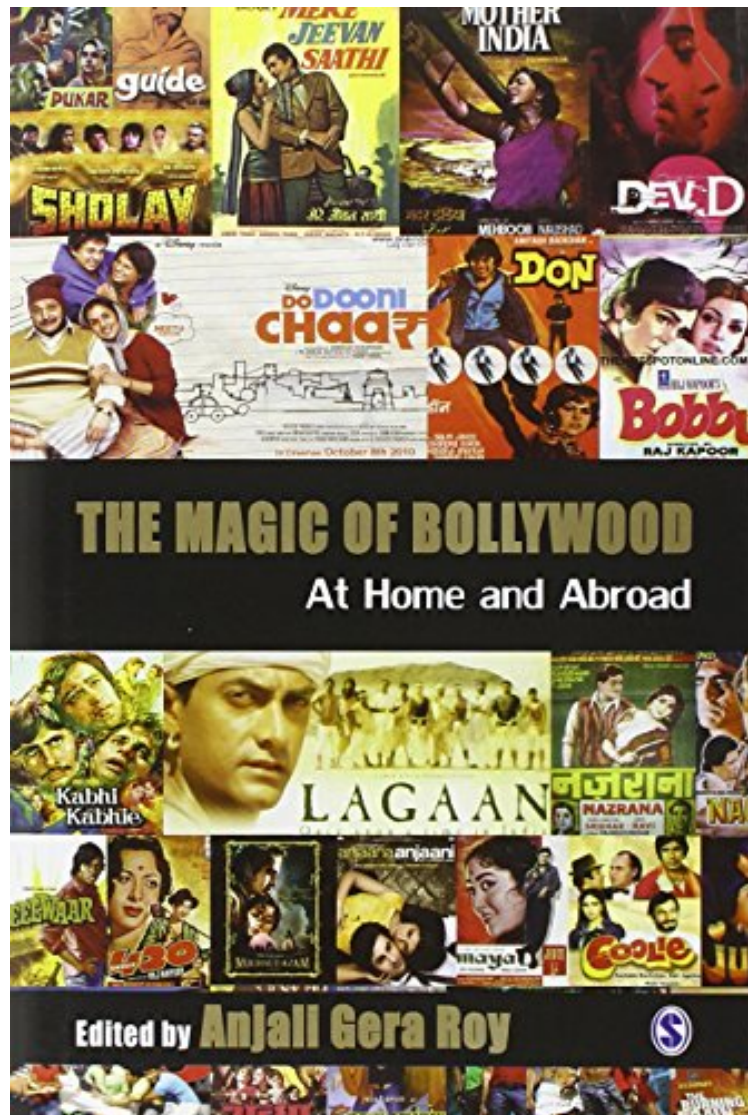


The Magic of Bollywood: At Home and Abroad

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From Brand: Sage Publications Pvt. Ltd : The Magic of Bollywood: At Home and Abroad before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Magic of Bollywood: At Home and Abroad:

This anthology aims to portray the "soft" power of Bollywood, which makes it a unique and powerful disseminator of Indian culture and values abroad. The essays in the book examine Bollywood's popularity within and outside South

Asia, focusing on its role in international relations and diplomacy. Established and emerging scholars in literature, theater, film, dance, music, media, cultural studies, and sociology from different parts of the world present their views from multidisciplinary perspectives based on case studies from Australia, New Zealand, the UK, Germany, Russia, the US, Senegal, Pakistan, Bangladesh, Indonesia and Canada, in addition to India.

The Magic of Bollywood: At Home and Abroad explores the wide ranging dimensions of Bollywood as an effective element of Indias soft power. Such academic endeavours are rare in the existing scholarship in Indian Cinema.... The critical analysis on the acceptance of certain kinds of films among the Indian diaspora and the natives of various lands are illuminating. The link between the neo-liberal regime and Bollywood is profoundly analysed...very few books have highlighted the relation between the film production scenario and the narratives and style of the films made in India like this one.