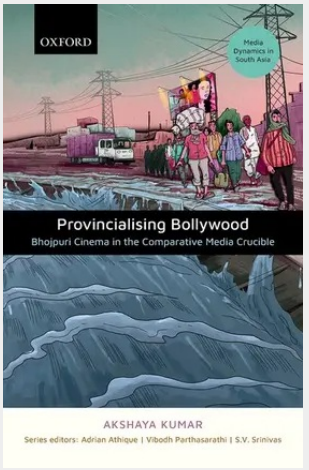
Kumar

Provincializing Bollywood

Bhojpuri Cinema in the Comparative Media Crucible

Provincializing Bollywood argues that Bhojpuri cinema exemplifies the overflow of a provincial derivative form that defies its place in the given scheme of things. Situating it at the intersection of vernacular media production and the infrastructural-political reordering of provincial north India, the book shows that Bhojpuri media's characteristic 'disobedience' is marked by a libidinal excess - simultaneously scandalizing and moralizing - to address the inexact calculi of Bhojpuri speaking region's'underdevelopment'. Bhojpuri media therefore demands that it is assessed not merely for its internal content but within the comparative media crucible, marked by interpenetrating forms and histories as diverse as those of ecological distress, musical traditions, gendered segregation, real estate, urban resettlements, and highway modernities. Foregrounding the libidinal excess, language politics, and curatorial informalities, Provincializing Bollywood synthesizes Bhojpuri media's spectacular public insubordination and its invocation of a shared debt, which is by no means regional in its provenance.

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