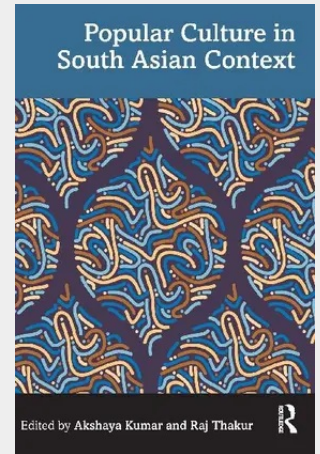


Popular Culture in South Asian Context

The volume examines popular sensibilities via textual, visual, performative, spatial, digital frames of inquiry and critical social-political issues in South Asia. It highlights the interface between cultural studies and its popular-political standpoints and interrogates the kaleidoscope of popular imaginary as well as its conceptual problematics through distinct case studies from the region. It leads learners towards the unfounded territories of popular culture studies in South Asia. With chapters by major scholars in the field, the book uses theoretically comprehensive and empirically varied case studies to re-evaluate the central questions of epistemology, methodology, and approaches to popular culture studies from non-Western cultures' perspectives. Lucid, accessible, and nuanced, the chapters in the volume will be an invaluable reference source for scholars, researchers, and students in the humanities, liberal arts, cultural studies, and South Asian studies.



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