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Nota di contenuto	Brand India's biggest sale : the cultural politics and political economy of India's global generation -- Arrested development and the making of a neoliberal state -- For some dreams a lifetime is not enough : the rasa aesthetic and the everyday in neoliberalism -- An arranged love marriage : India's neoliberal turn and the Bollywood wedding culture industry -- Ek haseenah thi (there once was a maiden) : the vanishing middle class and other neoliberal thrills -- Conclusion.
Sommario/riassunto	This book traces the heightened time-consciousness that has emerged since the 1990s in popular Indian discourses - across cinema, television, print and consumer culture - and argues that these anxieties concerning time are symptomatic of the struggle between labor and capital. Drawing on critical theory, cinema and media studies and Marxist-feminist concepts, Kapur shows how the recent political- economic shift in India toward neoliberalism has been accompanied by a new emphasis on youth and a preoccupation with change, novelty and the acceleration of time, with profound consequences for conceptions of time, youth and the relations between generations.