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Nota di contenuto	Chapter 1 Introduction -- Part 1 Transnational spaces -- Chapter 2 Hallyu 2.0 and Social Media in Manipur: Examining cultural formations through User Generated Content -- Chapter 3 Transnational Spaces of Digital Activism: Online Protests, Hashtag Culture, and Hysteria in Indian Digital Spaces -- Part 2 Social mediations -- Chapter 4 FoundItOnAmazon as Popular Media Practice: The Cultural Politics of influencer marketing campaigns on Instagram -- Chapter 5 Of friendship, love, and community: Dalit girlhood on TikTok -- Part 3 Rebuilding identities -- Chapter 6 Figure of the Domestic Worker in "Maid In Heaven": Study of Digital Untouchability in Contemporary Media -- Chapter 7 Gaze and Queer Autonomy? Representations and Possibilities on New Visual Media Landscapes in Indian Context.
Sommario/riassunto	This book will look at digital popular cultures in the post-millennial Indian context and trace patterns of consumption and forms of agency that it engenders thus offering an interpretative analysis of digital content on different platforms. The book consists of three sections. The first section centres around novel practices such as transnational consumption of digital popular content. The second section deals with influencer marketing and the ways in which mediated personalities get transformed. The third section includes textual analysis of OTT and

other digital content in order to understand its effects on refashioning social identities such as class caste and gender. Deepali Yadav, PhD, is an Assistant Professor in the Department of English at Banaras Hindu University, India. She holds expertise in Popular Culture studies and her doctoral research is based on the representations of Mahatma Gandhi in Popular Culture. She has been awarded the Charles Wallace India Trust grant for conducting archival research at The British Library, London. She has also been a Visiting Fellow at CSRS, University of Victoria, Canada. Vipin K Kadavath is an Assistant Professor of English at Banaras Hindu University, India. He received his PhD in cultural studies in 2017. His thesis titled "Historicizing Kshemam: A Study of Vernacular Political Discourse in Travancore, 1880s-1930s" His forthcoming publications include a translation of the Malayalam story "The God and the Sirkar" (Bloomsbury) and a book chapter "Kumaran Asan and the Poetics of Freedom: On the Moral Transformation in the Vernacular" (Orient Blackswan).

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