

1. Record Nr.	UNINA9910798252803321
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Titolo	Bollywood in Britain : cinema, brand, discursive complex / / Lucia Kramer
Pubbl/distr/stampa	New York : , : Bloomsbury Academic, , 2016
ISBN	1-5013-0760-6 1-5013-0758-4
Descrizione fisica	1 online resource (297 p.)
Disciplina	791.430941
Soggetti	Motion picture industry - Social aspects - Great Britain Motion picture industry - Great Britain Motion pictures, Hindi - Influence Motion pictures, Hindi - Great Britain
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: 1. Introduction -- 2. What is 'Bollywood'? -- 3. Popular Indian Cinema in Britain -- Facts and Figures -- 4. Britain and Indian Diaspora Films -- Questions of Nostalgia -- 5. Beyond Films -- The Development of the Bollywood Brand -- 6. Mediations of Difference -- British Representations of Bollywood outside the Asian Niche -- 7. Bollywood Adaptations -- 8. Conclusion -- Filmography -- Bibliography -- Index.
Sommario/riassunto	"Bollywood in Britain provides the most extensive survey to date of the various manifestations and facets of the Bollywood phenomenon in Britain. The book analyzes the role of Hindi films in the British film market, it shows how audiences engage with Bollywood cinema and it discusses the ways the image of Bollywood in Britain has been shaped. In contrast to most of the existing books on the subject, which tend to approach Bollywood as something that is made by Asians for Asians, the book also focuses on how Bollywood has been adapted for non-Asian Britons. An analysis of Bollywood as an unofficial brand is combined with in-depth readings of texts like film reviews, the TV show <i>Bollywood Star</i> (2004) and novels and plays with references to the Bombay film industry. On this basis Bollywood in Britain demonstrates

that the presentation of Bollywood for British mainstream culture oscillates between moments of approximation and distancing, with a clear dominance of the latter. Despite its alleged transculturality, Bollywood in Britain thus emerges as a phenomenon of difference, distance and Othering."--
