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Altri autori (Persone)	LauLisa MendesAna Cristina
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Nota di contenuto	Front Cover; Re-Orientalism and South Asian Identity Politics; Copyright Page; Contents; Contributors; Acknowledgements; List of abbreviations; 1. Introducing re-Orientalism: a new manifestation of Orientalism: Lisa Lau and Ana Cristina Mendes; 2. Re-Orientalism in contemporary Indian Writing in English: Lisa Lau; 3. On the entrepreneurial ethos in Aravind Adiga's The White Tiger: Sarah Brouillette; 4. 'Tomorrow's brother': contesting Orientalisms in Gopal Baratham's A Candle or the Sun: Wai-chew Sim; 5. Pulp frictions: Jigna Desai 6. Re-Orientalism is on TV: from Salman Rushdie's The Aliens Show to The Kumars at No. 42: Ana Cristina Mendes 7. Foreign fantasies and genres in Bride & Prejudice: Jane Austen re-Orientalizes British Bollywood: Tamara S. Wagner; 8. More than meets the eye: two kinds of re-Orientalism in Naseeruddin Shah's What If?: Mita Banerjee; 9. Re-Orientalisms Meditations on exoticism and transcendence, Otherness and the Self: Tabish Khair; Index
Sommario/riassunto	Orientalism refers to the imitation of aspects of Eastern cultures in the West, and was devised in order to have authority over the Orient. The

concept of Re-Orientalism maintains the divide between the Orient and the West. However, where Orientalism is based on how the West constructs the East, Re-Orientalism is grounded on how the cultural East comes to terms with an orientalised East. This book explores various new forms, objects and modes of circulation that sustain this renovated form of Orientalism in South Asian culture. The contributors identify and engage with recent debates
