

1. Record Nr.	UNINA9910828252503321
Autore	Prasad Srirupa
Titolo	Cultural Politics of Hygiene in India, 1890-1940 : Contagions of Feeling // by Srirupa Prasad
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2015
ISBN	1-137-52072-8
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (153 p.)
Collana	Cambridge Imperial and Post-Colonial Studies, , 2635-1633
Classificazione	HIS017000HIS037060HIS037070HIS054000MED078000
Disciplina	613.0954/14
Soggetti	Social history Asia—History Family medicine Public health History, Modern Social History Asian History General Practice / Family Medicine History of South Asia Public Health Modern History Bengal (India) Social conditions 19th century Bengal (India) Social conditions 20th century Bengal (India) Colonial influence Bengal (India) Politics and government
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.
Nota di contenuto	Introduction: Contagion and Cultural Politics of Hygiene -- Hygiene, Colonialism, and Affective Histories -- Objects, Affect, and Hygiene -- Methods and Sources -- Outline of Chapters -- Alimentary Anxieties : Affect in Food and Hunger -- Histories of Food and the Body -- Food Adulteration, Embodiment and the Politics of Anxiety -- Famine's Bodies -- Body, Hygiene, and Affective Politics of Gandhi's Swaraj -- Body, Affect, and Gandhi -- Gandhi's Fasts -- Race and Gandhi's

Politics of Hygiene -- Medicine as Contagion -- Imagining the Social Body : Competing Moralities of Care and Contagion -- Locating Women's Writings on Care in Early 20th Century India -- Memorable Objects : Childhood, Memory, and Care in Shukhalata Rao's Writings -- Memorable Spaces : Suffering and Education of Care in Priyabala Gupta's Memoir -- Traveling Memories : Wandering and Care in Purnasashi Debi's Autobiography -- Affective Remedies : Advertisements and Cultural Politics of Hygiene -- Enchantments of Empire and Nation -- Advertising, Consumer Culture, and Empire -- Advertisements and Pluralist Medical Marketplace -- Advertising Beauty, Womanhood, and Domesticity -- Contagion of Advertisements.

Sommario/riassunto

This book examines genealogies of contagion in between contagion as microbe and contagion as affect. It analyzes how and why hygiene became authoritative and succeeded in becoming a part of the broader social and cultural vocabulary within the colonialist, anti-colonial, as well as modernist discourses.
