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Sommario/riassunto	In this groundbreaking work, film scholar Viola Shafik examines popular and commercial movies from Egypt's film industry, including a number of the biggest box-office hits widely distributed in Egypt and the Arab world. Turning a critical eye on a major player in Egyptian cultural life, Shafik examines these films against the backdrop of the country's overall socio-political development, from the emergence of the film industry in the 1930's, through the Nasser and Sadat eras, up to the era of globalization. In unearthing the largely contradictory meanings conveyed by different films, Popular