

FRIDAY

# RESEARCH COLLOQUIUM

*Conversations on society since 1960*

## DEPARTMENT OF SOCIOLOGY

Delhi School of Economics, University of Delhi

<http://sociology.du.ac.in/sociological-research-colloquium/>

FRIDAY, 11<sup>TH</sup> FEBRUARY 2022 AT 3:00 PM

Click [here](#) for online meeting link.

MADHAVA  
PRASAD



## THE NEW INDIAN CINEMAS: CAPITALISM AND AESTHETIC CHANGE

### **Abstract:**

Many Indian nationality cultures have seen the rise of new trends in cinema since at least the beginning of this century. Bollywood had barely begun its reign as the mainstay of India's soft power before it was challenged by a bunch of 'new cinemas' that sprung up in most of the established language film cultures. While Bollywood laid claim to a 'geographical indication' status for its unique features, the new cinemas proclaimed the historical, rather than cultural provenance of aesthetic regimes. Bollywood has also, since then, remade itself for the new cultural climate, demonstrating that Indian popular cinema aesthetics was not the embodiment of a cultural essence but the product of a historical conjuncture. This presentation discusses the salient features of the new aesthetic regime, and relates them to India's integration into world capitalism.

### **The Speaker:**

**M. Madhava Prasad** was, until recently, Professor of Cultural Studies at the English and Foreign Languages University, Hyderabad. He is the author of *Ideology of the Hindi Film* and *Cine-politics: Film Stars and Political Existence in South India*. Practicing ideology critique informed by psychoanalytic theory, he has taught and written on Indian cinema, literature and popular culture, and various aspects of Indian political life: caste and language policies and ideologies, morphological issues plaguing Indian democracy. He is currently working on the history of representation (political and aesthetic) in India.