



Essays in Celebrity Culture

Stars and Styles

By Pramod K. Nayar

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'Pramod Nayar has built up an extensive body of work on Indian celebrity, as this vivid and wide-ranging volume showcases so well. The book is an important and engaging contribution to the transnational field of celebrity studies.' — Professor Jo Littler, City, University of London, UK.

'In this outstanding collection of essays, Pramod K. Nayar explores both the molecular and cosmic reach of stardom and celebrity as it travels across Indian art and culture. Addressing film, literature, biography and the social media, Nayar writes with eloquence, analytical power, as he explores modern India through the arteries and veins of fame.' — Professor Sean Redmond, founding editor of *Celebrity Studies*, Deakin University, Australia

This book examines specific aspects of celebrity culture, from biopics around celebrities to celebrity victimhood, activism and politics.

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Preface; Acknowledgments; Introduction: Stars, Styles, Society and Spectacle; Part 1. Bollywood and Celebrity; 1. Victims, Bollywood and the Construction of a Cele-Meme; 2. Brand Bollywood Care: Celebrity, Charity and Vernacular Cosmopolitanism; 3. Celebrity, Charisma, and Post-truth Relations: Agnogenesis, Affect, and Bollywood; Part 2. Celebrity and Lifewriting; 4. What the Stars Tell: Celebrity Lifewriting in India; 5. Biopics; 6. Bollywood Stars and Cancer Memoirs; Part 3. Celebrity, Culture and Politics; 7. Indian Writing in English as Celebrity; 8. Watery Friction: The River Narmada, Celebrity, and New Grammars of Protest; 9. Mobility and Insurgent Celebrityhood: The Case of Arundhati Roy; 10. Desecration and the Politics of 'Image Pollution': Ambedkar Statues and the 'Sculptural Encounter' in India; 11. Authors, Self-Fashioning and Online Cultural Production in the Age of Hindu Television; Index.

About the Author

Pramod K Nayar teaches at the Department of English, University of Hyderabad. He is the author of many books, including *Indian Travel Writing in the Age of Empire* (2020), and has contributed to essays in leading journals.

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