



Empowering Visions

The Politics of Representation in Hindu Nationalism

Christiane Brosius

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Description

A new study of the politics of representation in Hindu nationalism.

This new study looks at the crucial role played by audiovisual media in Hindu cultural nationalism. The application of new media technology in the context of the construction of 'Indianness' by Hindutva's main political wing, the Bharatiya Janata Party (Party of the Indian People, BJP), is a fascinating example of in-house indoctrination and emotive mobilization that demands critical attention. At a time when public attention is focused on transnational, and mostly Islamicist, movements, *Empowering Visions* argues that both transnationalism and nationalism have to be treated with equal attention, and to some extent ought to be seen as intertwined processes. This book is unique in its presentation and discussion of profound ethnographic data through interviews with a variety of spokesmen for the Hindutva movement. It also offers an in-depth analysis of visual and audiovisual material that has so far been unrecognized and unexplored in scholarly works.

Readership: For students and scholars of Indian politics, culture and society.

Contents

List of Illustrations; Acknowledgements; Introduction; 1. Jain Studios on the Meandering Stairway to Success; 2. Translating Metaphors of Nation-Building; 3. Hindutva's Media Phantasmagorias; 4. Re-mapping the Nation-Space: Place and Displacement; 5. Re-making History: 'The Truth Shall not Be Touched!'; 6. Mother India's Heroic Sons: A Passion Play of Martyrdom; Epilogue: 'Making India a Dharmic Superpower'; Notes, Bibliography; Videography; Index

About the Author

Christiane Brosius teaches at Karl Rupprechts University, Heidelberg. She gained her PhD from Europe University Viadrina, Frankfurt, and has written articles and books on audiovisual media, iconography and nationalism in India.

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