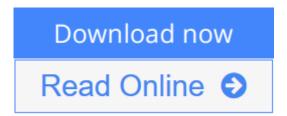


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The book seeks to capture the vibrancy of cultural processes through a wide range of things that are a part of daily life spanning Hindi films, vernacular press, metropolitan club culture, the translation industry in India, medical advertisements and prime-time television serials.

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(eSocial Sciences)

The work, a collection of well-researched case-studies, analyses the contemporary values in Indian society... the book brings in the element of "local" which is an idea rather than a "location".

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About the Author

Dr. Partha Pratim Basu received his Ph D in Political Science from University of Calcutta. Presently he is a Professor of International Relations, Jadavpur University. He has also served as Departmental Chair; Director, School of Media, Communication and Culture; and Coordinator, PG Diploma Course on Human Rights at Jadavpur University. His publications include Press and Foreign Policy in India, North-South Relations: A Postcolonial Research Agenda (co-author), Revisiting Rammohun Roy's Political Agenda, Democracy and Democratization in the 21st Century (co-editor), Locating Cultural Change (co-editor) apart from several book chapters and articles contributed to edited volumes and national and international journals of repute.

Ipshita Chanda is Professor at the Department of Comparative Literature, Jadavpur University, Kolkata. She has been member of Faculty Team in the International Faculty Exchange Programme of the Virginia

Council for International Education and the Virginia Community College System, 2008–2009, tenable at the John Tyler Community College at Midlothian and Chester, USA. Her list of books/journals includes *Packaging Freedom Feminism and Popular Culture* (2003), *Selfing the City: Single Women 'Outsiders' and the Practices of Urban Life* (forthcoming).

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