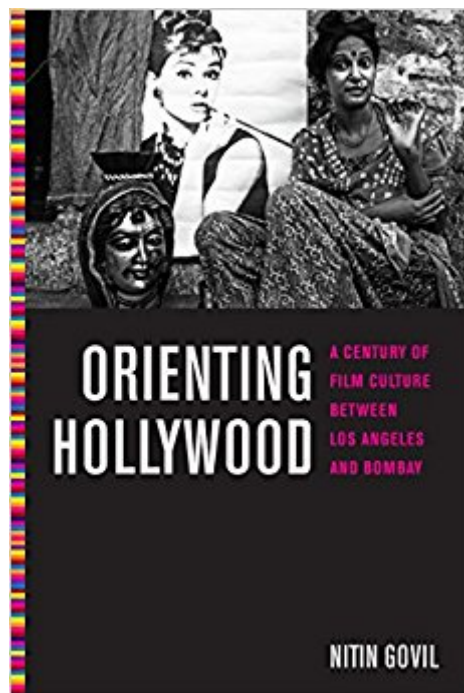


The book was found

Orienting Hollywood: A Century Of Film Culture Between Los Angeles And Bombay (Critical Cultural Communication)



Synopsis

A new understanding of the culturally rich and historic relationship between Hollywood and Bollywood. With American cinema facing intense technological and financial challenges both at home and abroad, and with Indian media looking to globalize, there have been numerous high-profile institutional connections between Hollywood and Bombay cinema in the past few years. Many accounts have proclaimed India's transformation in a relatively short period from a Hollywood outpost to a frontier of opportunity. *Orienting Hollywood* moves beyond the conventional popular wisdom that Hollywood and Bombay cinema have only recently become intertwined because of economic priorities, instead uncovering a longer history of exchange. Through archival research, interviews, industry sources, policy documents, and cultural criticism, Nitin Govil not only documents encounters between Hollywood and India but also shows how connections were imagined over a century of screen exchange. Employing a comparative framework, Govil details the history of influence, traces the nature of interoperability, and textures the contact between Hollywood and Bombay cinema by exploring both the reality and imagination of encounter.

Book Information

Series: Critical Cultural Communication

Paperback: 272 pages

Publisher: NYU Press (March 27, 2015)

Language: English

ISBN-10: 081478934X

ISBN-13: 978-0814789346

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #237,191 in Books (See Top 100 in Books) #26 in Books > Health, Fitness & Dieting > Mental Health > Dissociative Disorders #47 in Books > Law > Media & the Law #320 in Books > Politics & Social Sciences > Social Sciences > Customs & Traditions

Customer Reviews

"[Govil's] is a timely work and brilliantly executed, a good model to follow for media industry studies." -Journal of Popular Culture "In this compelling study, Govil traces the ways in which the two production entities have shared finance, production, and

distribution concerns, and demonstrates that far from being a recent phenomenon, this has been going on for a long time. Writing in a direct and accessible style with great economy and authority, Govil effectively delineates how Hollywood and Bollywood are, in fact, inextricably intertwined, and how this intermarriage will continue to flourish in the future.

Choice

“Impressively researched and astutely argued, *Orienting Hollywood* will no doubt change the way we think about and research transnationalism in film and media. Govil brilliantly integrates notions of aspirational practice, affective labor, contact tropes, industrial mirroring, and cultural echoing in a compelling and original analysis. *Orienting Hollywood* stands as an exemplary model of exactly the kind of integration between cultural and political economic research that many have called for, but few have realized. This book will be widely recognized and embraced as a key, innovative text in our field.”

John T. Caldwell, author of *Production Culture*

“*Orienting Hollywood* brilliantly remaps the relationship between Hollywood and Bombay cinema through a critical analysis of industry relations that pushes beyond traditional national cinema frameworks and theories of cultural imperialism. Compelling and convincingly argued, Nitin Govil frames the century-long interactions between Hollywood and Bombay cinema as part of a complex and contradictory history, opening up new ways of understanding the transnational dynamics of global media industries.”

Shanti Kumar, author of *Gandhi Meets Primetime: Globalization and Nationalism in Indian Television*

Nitin Govil is an Associate Professor in the School of Cinematic Arts at the University of Southern California. He is a co-author of *Global Hollywood*, *Global Hollywood 2*, and the forthcoming book, *The Indian Film Industry*.

[Download to continue reading...](#)

Orienting Hollywood: A Century of Film Culture between Los Angeles and Bombay (Critical Cultural Communication) Historia Antigua De Los Egipcios, de Los Asirios, De Los Babilonios, De Los Medos Y De Los Persas, De Los Macedonios, De Los Griegos, De Los Cartagineses Y De Los Romanos... (Spanish Edition) Historia Antigua De Los Egipcios, De Los Asirios, De Los Babilonios, De Los Medos, Y De Los Persas, De Los Macedonios, De Los Griegos, De Los Carthagineses Y De Los Romanos (Spanish Edition) Historia Antigua de Los Egipcios, de Los Asirios, de Los Babilonios, de Los Medos y de Los Persas, de Los Macedonios, de Los Griegos, de Los Cartagine (Spanish Edition) Thomas Guide: Los Angeles & Orange Counties (Thomas Guide Streetguide Los Angeles and Orange County) StreetSmart Los Angeles Map by VanDam - City Street Map of Los Angeles,

California - Laminated folding pocket size city travel and subway map, 2016 Edition Los Angeles Times Sunday Crossword Omnibus, Volume 7 (The Los Angeles Times) Los Angeles Times Sunday Crossword Puzzles, Volume 29 (The Los Angeles Times) Los Angeles Times Sunday Crossword Puzzles, Volume 27 (The Los Angeles Times) Los Angeles Times Sunday Crossword Omnibus, Volume 5 (The Los Angeles Times) Los Angeles Times Sunday Crossword Omnibus, Volume 2 (The Los Angeles Times) Where to Bike Los Angeles Mountain Biking: Best Mountain Biking around Los Angeles Las Cartas De Los Angeles De La Cabala / The Cards of the Kabbalah Angels: El Poderoso Talisman de los 72 Angeles de la Kabbalah / The Powerful Charm of the 72 Kabbalah Angels (Spanish Edition) Orange County & Los Angeles County Popout Map: Orange Count, Los Angeles County, Anaheim, Newport Beach, California From the Shahs to Los Angeles: Three Generations of Iranian Jewish Women between Religion and Culture Hollywood Interiors: Style and Design in Los Angeles Old Hollywood 2018 12 x 12 Inch Monthly Square Wall Calendar, USA United States of America California Los Angeles Pacific West City (Multilingual Edition) Bombay place-names and street-names; an excursion into the by-ways of the history of Bombay City Bombay Place-Names and Street-Names: An Excursion Into the by-Ways of the History of Bombay City (Classic Reprint) Catching Hell In The City Of Angels: Life And Meanings Of Blackness In South Central Los Angeles (Critical American Studies)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)