

# Contents

Illustrations /	vii
Tables /	viii
Acknowledgments /	ix
Introduction /	i

## Part 1: Global India Media

1. Nonsense as Sense-Making: Negotiating Globalization in Bombay Cinema / 17  
*Lakshmi Srinivas*
2. “From Bihar to Manhattan”: Bollywood and the Transnational Indian Family / 41  
*Aswin Punathambekar*
3. Home, Homeland, Homepage: Belonging and the Indian-American Web / 60  
*Madhavi Mallapragada*
4. Transnational Brides: Wedding Magazines and the Invention of a Cosmopolitan Indian Tradition / 83  
*Sujata Moorti*
5. Mapping Tollywood: The Cultural Geography of “Ramoji Film City” in Hyderabad / 104  
*Shanti Kumar*
6. The Global Face of Indian Television / 118  
*Divya C. McMillin*
7. Localizing the Global: Bombay’s Sojourn from the Cosmopolitan Urbane to *Aamchi Mumbai* / 139  
*Sreya Mitra*

Part 2: Global China Media

8. Whose *Hero*? The “Spirit” and “Structure”  
of a Made-in-China Global Blockbuster / 161  
*Yuezhi Zhao*
  9. The Deferral of Pan-Asian: A Critical  
Appraisal of Film Marketization in China / 183  
*Emilie Yueb-yu Yeb*
  10. Cultural Globalization and Chinese Television:  
A Case of Hybridization / 201  
*Joseph M. Chan*
  11. East Asian Pop Culture: Its Circulation,  
Consumption, and Politics / 220  
*Chua Beng Huat*
  12. Enacting the Family-Nation on a Global Stage:  
An Analysis of CCTV’s Spring Festival Gala / 240  
*Zhongdang Pan*
  13. Bound to Rise: Chinese Media Discourses  
on the New Global Order / 260  
*Chin-Chuan Lee*
  14. Chinese Techno-Nationalism and Global WiFi Policy / 284  
*Jack Linchuan Qiu*
- Contributors / 305
- Index / 309