

Series organized by
Rohit Chopra and Helene Lafrance,
with the assistance of
Judith Rodriguez



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Santa Clara University

Global Bollywood

Spring 2013 Series of Events



Sponsored by:

Global Engagement Office
Department of Communication
Office of Multicultural Learning
University Library

Bollywood, Hollywood, and Beyond: Indian Cinema in a Global World

Panel Discussion
Monday, April 29
11:45 a.m. - 1 p.m.
Saint Clare Room, 3rd Floor
Learning Commons, Technology Center, and Library

This panel looks at the relationship of Bollywood, or the Indian Hindi-language film industry, to other Indian cinematic traditions and Hollywood in the era of globalization. Indian films have become an important space for addressing the challenges faced by a globalizing society, such as a rising consumerist culture and contestations over cultural identity. At the same time, Hollywood has turned its attention to Bollywood, seeking artistic and musical inspiration from it. India is also an increasingly important market for Hollywood, which has entered into arrangements with Indian production and distribution networks. Participants from universities across the Bay Area will explore these and related themes in the panel discussion.

Panelists: Revathi Krishnaswamy, Professor, Department of English and Comparative Literature, San Jose State University; Sangeeta Mediratta, Associate Director, Center for South Asia, Stanford University; Mike Whalen, Associate Professor, Department of Communication

Moderator: Rohit Chopra, Assistant Professor, Department of Communication

Free and open to the public

Please RSVP to hlafrance@scu.edu to reserve a lunch box

Visual Cultures of Bollywood

Exhibit
April 15 - June 21
Living Room Area, Lower Level
Learning Commons, Technology Center, and Library

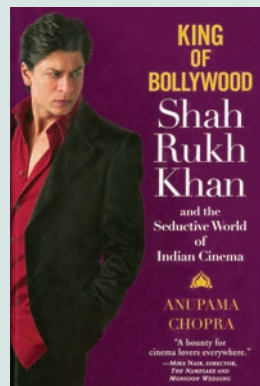
This mini-exhibition provides a sampling of the visual cultures that inspire Bollywood, from traditions of mythological painting to pulp art, from symbols of national identity to conspicuously visible consumer global brands. The exhibit presents a selection of film posters from the 1940s to the present and other materials, including posters of movie stars, DVD covers, and books.

Curators: Judith Rodriguez, Information Specialist, University Library; Rohit Chopra, Assistant Professor, Department of Communication

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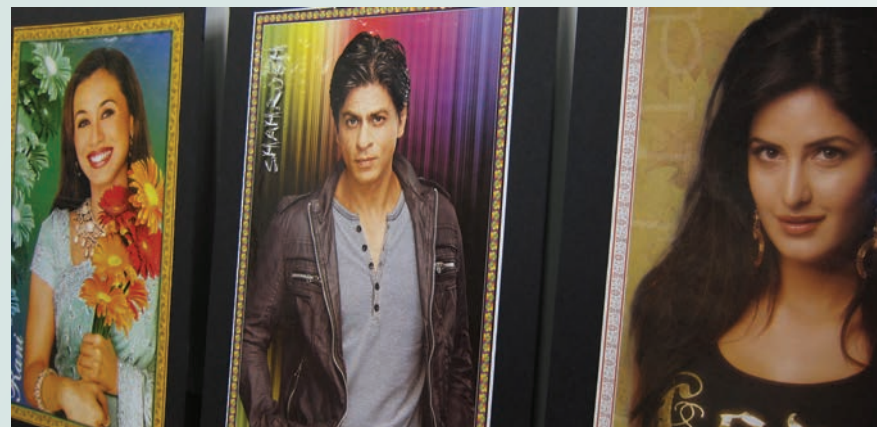
Literary Cuisine : A Tasty Bite of Literature Bollywood: "The Seductive World Of Indian Cinema"

Tuesday, May 7
Noon - 1:30 p.m.
Williman Room, Benson Center



In this literary cuisine event, Professor Rohit Chopra will discuss some of the unique characteristics of Bollywood cinema, covering seminal moments in its history, its aesthetics and politics, and the emergence of Bollywood as a global cultural and economic force. The talk will also address the phenomenon of Bollywood celebrities, like the actor Shah Rukh Khan, who are demigods to their adoring fans and immensely valuable commodities in the global marketplace.

An Indian theme luncheon will be served by Bon Appétit. Cost is \$10 per guest. To make a reservation for this event, go to:
<http://www.scu.edu/library/info/news/litcuisine/>



Guests can park in visitor parking accessible by driving in the campus main entrance on 500 El Camino Real. There is street parking available close by as well. Please see the following for information about parking and directions:
<http://www.scu.edu/map/parking/>

Please direct ADA/504 accommodation requests to Joanne Clymer (408-551-1753, TTY 1-800-735-2929) at least 48 hours prior to event.

