



Refashioning India
Gender, Media, and a Transformed Public Discourse
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In 1991, the Indian state's new economic policies led to a greater role of the market. A public discourse that had till then been defined by self-reliance, equity and austerity had to be refashioned. The Indian middle class learnt that 'brill' was not a virtue, and 'shopping was legitimate pleasure'.

This period witnessed other significant developments: the rise of Hindutva; assertion of marginalised castes; and increasing institutionalisation of feminism. The book details how consumerism, combined with ideas of individualism, empowerment and choice in a contemporary public culture, paved the way for an instant, feel-good, and then aggressive nationalism.

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