Refashioning India
Gender, Media, and a Transformed Public Discourse
Maitrayee Chaudhuri

In 1991, the Indian state’s new economic policies took a dramatic turn. A public discourse that had been conditioned by self-restraint, equity and austerity had to be abandoned. Despite these policy changes, south Delhi’s main market, the "Deli," was less urban and “shopping was legislation in progress.”

This period witnessed a significant development in the era of hyperbole, austerity of cultural and economic methodologies, and a new sense of “meritocracy.” The creation of contemporary public culture proved to be an urgent, feel-good, and anti-authoritarian phenomenon.

SELECTED CONTENTS

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