

HSS LECTURE SERIES

"POWERED BY SMUT AND RIOTOUS MOBS:
THE BUSINESS OF ENTERTAINMENT WHEN EVERYONE IS ONLINE"

Prof. S.V. Srinivas
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S.V. Srinivas is a professor at the School of Arts and Sciences, Azim Premji University, Bengaluru. His research focuses on the intersections between popular culture and politics. His books *Megastar* (Oxford University Press, 2009) and *Politics as Performance* (Permanent Black, 2013) trace the simultaneous emergence of the film industries and star-politicians in South India. He is the co-editor (with Adrian Athique and Vibodh Parthasarathi) of the two-volume collection of essays titled *The Indian Media Economy* (Oxford University Press, 2018). He is currently working on changing industrial contexts and spectatorial practices, and their implications for mass mobilisations.

DATE:
19TH MARCH, 2021

All are invited

TIME:
11.00 AM

Google Meet Link
meet.google.com/jjx-tmdt-por



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