

Cambridge University Press

0521640539 - Politics After Television: Religious Nationalism and the Reshaping of the Indian Public

Arvind Rajagopal

Table of Contents

[More information](#)*Contents*

<i>Acknowledgments</i>	<i>page vii</i>
Introduction	1
Television's power: theoretical premises	3
The Ram Temple movement, the BJP, and a fissured public	12
Varieties of nationalism	20
Overview	24
1 Hindu nationalism and the cultural forms of Indian politics	30
In the throes of economic crisis: liberalization/"Hinduization"	35
Passive revolution and the unraveling of a fragile consensus	43
The Hindu nationalist combine	51
The non-committed voter and the retailing of Hindu identity	63
2 Prime time religion	72
State sponsorship in the commerce of images	75
Situating contemporary uses of an epic tradition	86
Televising a lost utopia: ancient science, benign oppression, and a proto-modern state	99
Old symbols in a new language of politics	117
3 The communicating thing and its public	121
Television and the restructuring of popular and domestic space	123
Television and the transformation of the context of politics	135
Narratives of community: the effects of going public	147
4 A "split public" in the making and unmaking of the Ram Janmabhumi movement	151
The Indian press: government, language, and politics	156
A hall of mirrors: the BJP's print media strategy	171
The Ram Janmabhumi campaign as a managed event	187
Language-divided print media as a strategic resource	208

Cambridge University Press

0521640539 - Politics After Television: Religious Nationalism and the Reshaping of the Indian Public

Arvind Rajagopal

Table of Contents

[More information](#)

vi	<i>Contents</i>	
5	Organization, performance, and symbol	212
	Performing the movement	216
	Yoking symbols and propaganda	224
6	Hindutva goes global	237
	The figure of the “NRI”	239
	Syndicated Hinduism: crafting identity across diversity	244
	Self-making and immigrant cultures in the U.S.	254
	Expatriate nostalgia and Hindu nationalism	263
	Conclusion	271
	How has television changed the context of politics in India?	277
	Appendix: Background to the Babri Masjid dispute	284
	<i>Notes</i>	292
	<i>Select bibliography</i>	372
	<i>Index</i>	390