

## MASCULINITY, CONSUMERISM AND THE POST-NATIONAL INDIAN CITY

Drawing upon historical analysis, ethnographic research and analyses of popular culture, this book brings together two topics that have great bearing on contemporary Indian life but have rarely been discussed within the same analytical framework, namely the cultures of masculinity and those of the city.

This book explores relationships between masculinity and urban life through an interdisciplinary and multi-sited approach. The contexts include elite nationalist imaginations of the city and modernity; the manner in which working class men negotiate the city as a site of desire and aspirations of social mobility; masculinity and religion; sexualised visions of the city in popular-culture texts – such as Hindi language pulp fiction – that circulate as quotidian fantasies of the city as a site of thrill, danger and the ‘necessity’ of men’s control over women; and representations of the political leader as a global masculine type who will lead a previously emasculated nation to future economic and cultural glory.

Imagining the city as a series of interconnected spaces, *Masculinity, Consumerism and the Post-national Indian City* explores how several such connections – between the home and the street, family and public spaces, religious and non-religious contexts, for example – bear upon the topic of masculinity and produce lived social reality. This exploration of the making of contemporary male subjectivity is also, of course, an exploration of gender as a relationship.

The book foregrounds the city as the *mise en scène* of the making (and un-making) of masculine cultures, thereby theorising both gender and urban life. It explores how ideas of family life, educational processes, sexuality, notions of ‘tradition’ and ‘modernity’, consumerism, religiosity, rural–urban migration and ‘strong’ masculinity as a political trope are intertwined with the cultures of urban masculinity.

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# **Masculinity, Consumerism and the Post-national Indian City**

Streets, Neighbourhoods, Home

Sanjay Srivastava



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*In memory of Annapurna Srivastava (1931–2021)*

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