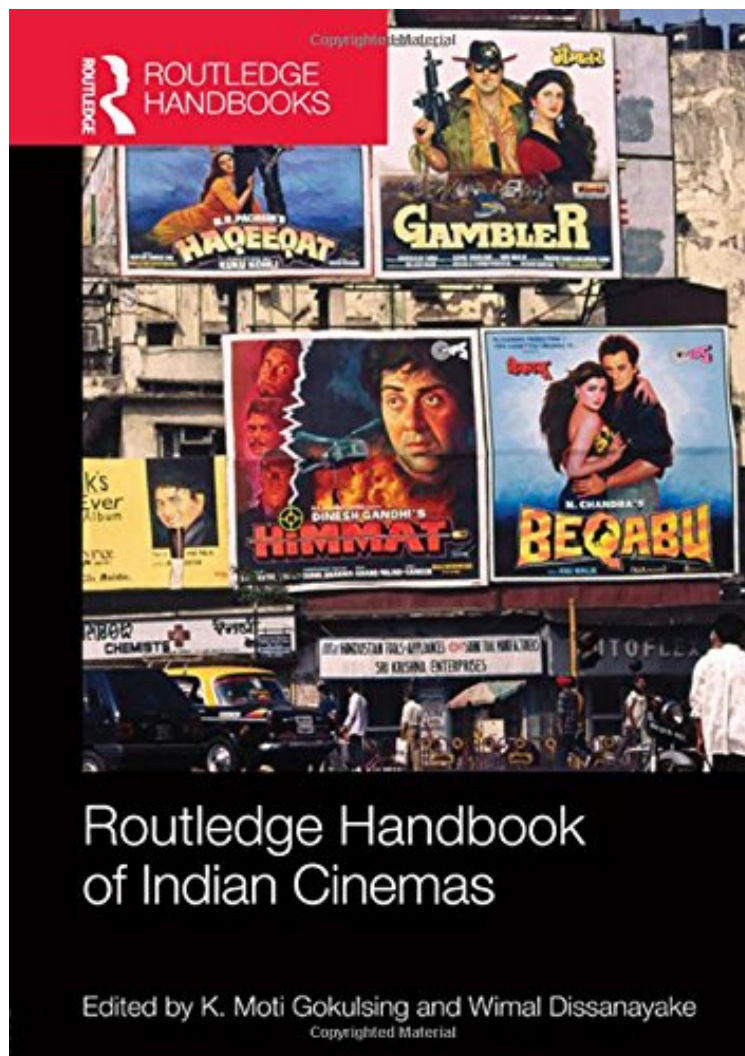


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About the Author
K. Moti Gokulsing is Senior Visiting Research Fellow at the University of East London, UK. He is the co-founder and co-editor of the journal *South Asian Popular Culture* published by Routledge. His publications include *Soft-Soaping India: the world of Indian televised soap operas* (2004). Wimal Dissanayake teaches in the Academy for Creative Media at the University of Hawaii, USA. He has published widely on Indian cinema, and is co-editor of *Popular Culture in a Globalised India* (Routledge 2009) with K. Moti Gokulsing.