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„Things, Brands and Difference: Alternative Hindi Cinema and the Transformations of Popular Culture in Urban India“

How to understand the current so-called alternative trend in Hindi cinema, attracting increasing interest both from the global audiences and from a multitude of filmmakers in India to engage with the different aesthetics? How to locate this vis-à-vis the transformations in post-liberalization India's social imaginary? Why has such mediated imagination emerged in early 21st century? Why is such imagination finding its user, its consumer?

By making use of the philosophical notion of ecology as theorized by Felix Guattari and Paul Virilio, the talk shall evaluate the emergent social imaginary. I will argue that it is not representation we should be concerned with when thinking of this peculiar genre of cinema, but, on the one hand, consumption of mediated space and *socius*, which is provided by the films; on the other hand, taking another step beyond representation and consumption, we should think of the films in question as a *brand*, and as directly mediated things, not cultural artifacts *representing* something. It is rather networks and environments where grey ecology of hyper-industrial age operates, an environment of the virtual, where difference and alterity are thingified.

By taking some examples from recent developments in Hindi cinema, the talk shall construct an approach for understanding alternative Hindi cinema and its relationship to the spaces where this cinema unfolds.

Datum: Dienstag, 3.11.2015
Ort: SAI, Raum Z10
Zeit: 13 Uhr c.t.