International Conference
Shah Rukh Khan and Global Bollywood
September 30th – October 2nd 2010

In recent years the circulation of Indian Cinema in a globalized world has become a focus of academic research from a wide range of disciplines and theoretical perspectives. A growing number of publications and conferences have been dedicated to the topic that embraces films and audiences as well as diverse cultural practises and performances. Furthermore, the role of ICT in these processes has emerged as a new point of interest, in particular in regard to the study of participant audiences and fan cultures. The overarching framework is the relationship of Bollywood with post colonialism, global flows, and transcultural processes that shape cinema contexts today.

The conference will focus on the significance of Shah Rukh Khan for the new dynamics of global Bollywood. Its wants to bring together research, scholars and representatives from the Film Industry that are dedicated to various aspects of his work, his star power, and his embodiment of values, attitudes or emotions. These topics are also connected with general questions about stardom as a way to make meaning in a media centred world. Moreover, Shah Rukh Khan will be discussed as a mode of representation of a postcolonial and globalized India. SRK has the reputation of holding the largest audience in the contemporary world of cinema comprising people from diverse places and cultural backgrounds. Thus, the conference will put strong emphasis on studies of reception, audiences and fandom. A particular point of interest in this context is the prevailing role of Shah Rukh Khan for new Bollywood audiences in several European countries.

Located in the centre of Europe the conference wants to act as a meeting point between European and international scholarship on Shah Rukh Khan and Global Bollywood. In addition, it has the aim to engage with young scholars on the topic, and to provide a platform to showcase their studies.

Venue:
Inauguration and invited speakers:
September 30th 2010: Museum of Ethnology, Neue Burg (Imperial Palace), 1010 Wien
Workshops and Research Group Meetings:
October 1st -2nd 2010: University of Vienna, Department of Social and Cultural Anthropology,
Universitätsstraße 7, 1010 Wien

General Coordination
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Conference Committee:
Rajinder Dudrah (University of Manchester, Department of Drama and Screen Studies)
Bernhard Fuchs (University of Vienna, Department of European Ethnology)
Martin Gaenszle (University of Vienna, Department of South Asian, Tibetan and Buddhist Studies)
Deana Heath (Trinity College Dublin, Department of History)
Mehru Jaffer (IANS, University of Vienna, Department of South Asian, Tibetan and Buddhist Studies)
Christian Schicklgruber (Museum of Ethnology, Vienna)
Claus Tieber (University of Vienna, Department of Theatre, Film and Media Studies)

Enquiries and to submit conference abstracts of 300 words by May 15th 2010 to:
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Information for registration will be available from April 2010