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Celebrity, Media and Politics: An Indian Perspective

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Parliamentary Affairs, Volume 57, Issue 1, 1 January 2004, Pages 80–92,
<https://doi.org/10.1093/pa/gsh007>

Published: 01 January 2004

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Abstract

This article traces celebrity involvement in the Indian political sphere and explores some of the changes that evolved in the nature of the relationship

between celebrity and politics due to developments in mass media. Using an indicative survey of Indian public opinion, the article examines the role of celebrity and media in politics—linking the nature of celebrity participation in politics and the public's perception of it to functional change in contemporary Indian media. It observes transformations in the way in which politicians engage with a changing, and increasingly market driven and globalised, media and indicates some of the scenarios that have arisen for Indian democracy.

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