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FANDOM ON DISPLAY
INTIMATE VISUALITIES AND THE POLITICS OF SPECTACLE

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Door Roosje Gerritsen
geboren te Leiderdorp
In 1979
PROMOTIECOMMISSIE

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\(^1\) The photo on the cover depicts a wall painting for Rajinikanth’s birthday made by the late artist Ranjit. Pondicherry 2008.
CONTENT

Notes on language and figures 6
Introduction 8

Part I. Cinema spectacles
1. The figure of the fan 44
2. Intimacy on display: the lives and loves of celebrity images 80

Part II. Public intimacies and embodied politics
3. The politics of fandom 110
4. Public intimacies and collective imaginaries 146

Part III. Cut the cutout culture!
5. Cut the cutout culture! Imagery and public space 180
6. Chennai beautiful: shifting urban landscapes and the politics of spectacle 196

Epilogue 212
NOTES ON LANGUAGE AND FIGURES

To keep the text of this dissertation readable for a broader public I have only used Tamil words where I think they are important to convey their meaning.¹ There exists a major difference between literary (or written) Tamil and spoken Tamil. Also, in spoken Tamil and its transliteration into Roman script, people spell words in a variety of ways. For example, two films that I write about regularly in this dissertation can be spelled Shivaji or Sivaji, Endhiran or Enthiran. A name like Satheesh can also be spelled Sathish. The name of the movie star Kamal Hassan can also be written Kamal Haasan, Kamalahasan or Kamalhassan. Also in newspapers, billboards and the like, whenever Roman script is used, the spelling can vary.

The use of English also changes the ways in which words are spelled in Tamil. Hotels,² canteens and street vendors that sell the staple food of Tamil Nadu, a selection of different dishes served with rice (saappaadu in Tamil) announce that lunch can be eaten with a signboard saying “meals ready” written phonetically in Tamil script as மில்ஸ் ரெடி (transliterated back literally as “mils reddy”).

Because this research is about the vernacular, about the everyday, I prefer to stay as close to the everyday experience as possible. For that reason, whenever I use Tamil words, I have not used one official orthographic way of writing them but have instead used a spelling that comes as close as possible to how the people with whom I worked would have used or encountered them, while also making it readable for a non-Tamil audience.

The photographs in this dissertation are all taken by the author unless stated otherwise. Wherever possible I have asked permission to publish photos that depict people. I have archived the work of several banner artists in Pondicherry by photographing their archival albums. When I use photos from these collections, I indicate the artists’ names as the original source. Their work is also published with their permission.

¹ The photo on the next page depicts a part of a political mural. Chennai 2011.
² A hotel is a common word for a restaurant in Tamil Nadu.