Patterns of Middle Class Consumption in India and China

Edited by
Christophe Jaffrelot
Peter van der Veer
List of Tables 7
List of Figures 8
Acknowledgements 10

1. Introduction 11
   Christophe Jaffrelot and Peter van der Veer

2. ‘Why Should We Vote?’: The Indian Middle Class and the Functioning of the World’s Largest Democracy 35
   Christophe Jaffrelot

3. Rewriting the Code: Software Professionals and the Reconstitution of Indian Middle Class Identity 55
   Carol Upadhya

4. The Indian Corporate Hospitals: Touching Middle Class Lives 88
   Bertrand Lefebvre

5. Chinese Middle Class: Reality or Illusion? 110
   Xiaohong Zhou

6. Power of Knowledge: The Imaginary Formation of the Chinese Middle Stratum in an Era of Growth and Stability 127
   Jean-Louis Rocca
6 Patterns of Middle Class Consumption in India and China

7. A Requiem for Songpan, or Once More about China’s Civilizing Mission 140
   Pál Nyíri

   Or, Who Can Tell the Histories of Lado Sarai? 157
   Anand V. Taneja

9. Eat, Drink and Sing, and Be Modern and Global: Food, Karaoke and ‘Middle Class’ Consumers in China 170
   Xun Zhou

10. Transnational and Transcultural Circulation and Consumption of East Asian Television Drama 186
    Chua Beng Huat

11. Sex, Television and the Middle Class in China 207
    Jacqueline Elfick

12. Aspirational Weddings: The Bridal Magazine and the Canons of ‘Decent Marriage’ 230
    Patricia Uberoi

13. Yeh Dil Maange More … Television and Consumer Choices in a Global City 263
    Shoma Munshi

14. Consuming Art in Middle Class China 277
    Puay-peng Ho

About the Editors and Contributors 292
Index 295