

2ND TO 4TH DECEMBER 2019

STARRING ASIA CONFERENCE 2019

ORGANISED BY

The Alfred Deakin Institute and the School of Communication and Creative Arts,
Monash University, RMIT University & Swinburne University, Australia

AT

Deakin University
Burwood Campus, Melbourne, Australia

**Dr Gauri Chakraborty (Joint Acting Head) ,
Amity School Of Communication (AUUP),
INVITED AS A PANELIST**



Amity School Of Communication (AUUP)



Dr. Gauri D. Chakraborty (Joint Acting Head) Amity School of Communication was invited as a panelist at The Starring Asia Conference, a three-day conference from 2nd to 4th December 2019, on Asian stardom and celebrities at Deakin University Burwood Campus, Melbourne, Australia.

She was one of the panelist in the session 'Starring Bollywood: international Dimensions' which was chaired by Sean Redmond, Ph.D., Professor of Screen and Design School of Communication and Creative Arts. The conference was organized by Shenshen Cai of the Swinburne University of Technology, Glen Donnar of RMIT University, Koichi Iwabuchi of Monash University,

Vikrant Kishore of Deakin University, Sean Redmond and, Jian Xu of Deakin University.

The panel discussion was moderated by Vikrant Kishore of Deakin University, and it revolved around commercial Indian Cinema discussing about specific narrative style, plot-line, genre, technique, use of music, song and dance and star system, and how it works differently than Hollywood or any other Western Film Industries. Indian cinema is now more than 100 years old and its popularity seems to be growing each day. Bollywood has helped India's soft power grow strong and is today one of the biggest exports, through its multiplatform links.

'Starring Bollywood: International Dimensions' session focussed on the aspects of Bollywood celebrity culture, especially the growing international consumption and reception of celebrities, fandom, promotions, social media, and its political, commercial, and social influence.

