

Dutlook

Volume LXIV, No. 12

EDITOR Chinki Sinha MANAGING EDITOR Satish Padmanabhan FOREIGN EDITOR Seema Guha **OUTLOOK HINDI EDITOR Giridhar Jha CREATIVE HEAD Manpreet Romana** DEPUTY PHOTO EDITOR Tribhuvan Tiwari NEWS COORDINATOR Igbal Abhimanyu

WRITERS Shahina K.K., Naseer Ganai, Tanul Thakur, Ashwani Sharma, Rakhi Bose, Abhik Bhattacharya

> COPY DESK S.S. Jeevan, Swati Subhedar, Vineetha Mokkil



Outlook issue April 11, 2024

BUSINESS OFFICE

CHIEF EXECUTIVE OFFICER Indranil Roy CHIEF STRATEGY OFFICER Suchetana Ray **PUBLISHER Sandip Kumar Ghosh** HEAD OF CONVERGENCE Sayantan Dasgupta DIRECTOR BRAND & MARKETING Shrutika Dewan VICE PRESIDENT Diwan Singh Bisht SR GENERAL MANAGERS Debabani Tagore, Shailender Vohra GENERAL MANAGER Shashank Dixit CIRCULATION & SUBSCRIPTION Gagan Kohli CREDIT CONTROL Manisha Mishra

HEAD OFFICE

AB-10, S.J. Enclave, New Delhi - 110 029 Tel: 011-71280400 Customer Care: 011-71280433, 71280462 e-mail: yourhelpline@outlookindia.com

Printed and published by Indranil Roy on behalf of Outlook Publishing (India) Pvt. Ltd. Editor: Chinki Sinha. Printed at MP Printers (A Unit of DB Corp Ltd) B-220, Phase-II, Noida 201305, Gautam Budh Nagar (UP) and published from AB-10, S.J. Enclave, New Delhi-110 029

Published for the period of April 12-21, 2024 Released on April 11, 2024 Total number of pages 76 including covers



POINT AND SHARE

Now, open Outlook magazine on your smartphone instantly. Point your phone's scanner on the code and align it in the frame. You will be guided instantly to our website, www.outlookindia.com This is useful to share our stories on social media or email them.

Indian Institute of Management Tiruchirappalli Learning Resource Centre | G A T O R



12 | HISTORY OF THE PROPAGANDA **MOVIE MACHINE**

How thought-control tactics have evolved across WW I. WW II. the USSR, India's Films Division, the Central Intelligence Agency and now Bollywood



18 | THE THALAIVAA **FACTOR**

In south India, cinema and politics have enjoyed an intense symbiotic relationship



54 | TRAPPED IN A TEMPLATE

More than the Congress, the future of the Gandhi family is at stake



58 | FUTURE TENSE

The rise and possible ebbing of Hindutva has profound lessons on ideology and democracy



65 | NOT SO SHINING

Chamkila may be celebrated, but no respectablé home in Punjab plays his sexist songs

68 | SAFFRON CRESCENDO

Hindutva pop music is lending Modi a helping hand



74 DIARY

Illustration: Vikas Thakur



Turn to Page 35