REFERENCES

- Anusha.V.S, Gokul Balagopal, and Vinod.L. (2019). *Movie Posters of Bollywood Remakes: A Semiotic Analysis* (vol 8 Issue-7S2)
- Bachna Ae Haseeno Poster. (2008). Retrieved from: https://en.wikipedia.org/wiki/Bachna_Ae_Haseeno
- Bang Bang! (2014). Retrieved from: https://en.wikipedia.org/wiki/Bang_Bang!
- Bedi, Dr. Navkiran Kaur. (2019). *Analysing the Poster of The Reader: A Multimodal Perspective*. Journals Serial Number 49042 (vol.19:3)
- Befikre Poster. (2016). Retrived from: https://en.wikipedia.org/wiki/Befikre
- Brosius, C. (2005). 'The Scattered Homelands of the Migrant: Bollyworld through the Diasporic Lens', in R. Kaur and A. Sinha (eds) Bollyworld: Popular Indian Cinema Through a Transnational Lens, New Delhi: Sage
- Bruzzi, S. (1997). Undressing Cinema: Clothing and Identity in the Movies, London
- Chan, Chungyan. (2014). Social Relationships High/ Low Modality Image Analysis. Retrieved from: https://kib207blog.wordpress.com/2014/09/06/week-7-high-low-modality-image-analysis-interaction-and-user-experience/
- Crane, Diana. (2014). Cultural globalization and the dominance of the American film industry: cultural policies, national film industries, and transnational film. International Journal of Cultural Policy. 20. 10.1080/10286632.2013.832233.
- Daghrir, Dr. Wassim. (2013). Globalization as Americanization? Beyond the Conspiracy Theory. Volume 5, Issue 2
- Dilwale Dulhania Le Jayenge Poster. (1995). Retrieved from: https://en.wikipedia.org/wiki/Dilwale_Dulhania_Le_Jayenge
- Dostana Poster. (2008). Retrieved from: https://en.wikipedia.org/wiki/Dostana (2008 film)

- Dr. Goswami. (2017). Bollywood Film Posters: A Study of Changing Trends (vol. 6 Year 3)
- Faiza, Hirji. When Local Meets Lucre: Commerce, Culture and Imperialism in Bollywood Cinema. Ottawa, Canada. International Journal of Cultural Policy. 20. 10.1080/10286632.2013.832233.
- Gill, Sulveen K. (2015). A Multimodal Analysis of cover Stories on Mobile Phones: An Ideational Perspective. Research report. Kuala Lumpur: Universiti of Malaya.
- Goldman, Robert (1992). *Reading Ads Socially*. London: Taylor and Francis.
- Huang, Yingying. (2017). Sexuality and everydayness in a transnational context: toward a re-imagined West-China relationship. Culture, Health & Sexuality, 19:6, 667-679, DOI: 10.1080/13691058.2017.1298842
- Hum Aapke Hain Koun Poster. (1994). Retrieved from: https://en.wikipedia.org/wiki/Hum_Aapke_Hain_Koun..!
- Jin, Dal Yong & Su, Wendy. (2020). *Asia-Pacific Film Co-productions: Theory, Industry and Aesthetic*. Routledge. New York.
- Khushi Poster. (2003). Retrieved from: https://en.wikipedia.org/wiki/Khushi (2003 Hindi film)
- Ki & Ka Poster. (2016). Retrieved from: https://en.wikipedia.org/wiki/Ki_%26_Ka
- Kress, G. van and Leeuwen, T. (2001). *Multimodal Discourse: The Modes and Media of Contemporary communication*. London: Arnold.
- Kumar, Keval. (2014). Bollywoodization' of Popular Indian Visual Culture: A Critical Perspective (vol.12)
- Leeuwen, T. V., & Jewitt, C. (2013). Handbook of visual analysis. Los Angeles: Sage.
- Lorenzen, M. (2009). Go West: The Growth of Bollywood. Copenhagen, Denmark.
- Majumdar, Chirodip. (2017). Attitudes towards Premarital Sex in India: Traditionalism and Cultural Change. Sexuality & Culture 22.
- Menon, R. (1989). *Arranged Marriages among South Asian Immigrants*. Sociology and Social Research, 73, 180–181.

- Dastidar, Sayantan Ghosh & Elliott, Caroline. (2020). *The Indian Film Industry In A Changing International Market*. Journal of Cultural Economics (volume 44). Retrieved from: https://link.springer.com/article/10.1007/s10824-019-09351-6
- Smith, Emily. (2012). Indian Culture Lost in Westernized Bollywood Films and Music. Retrieved from: http://blogs.longwood.edu/emilyesmith/2012/12/02/indian-culture-lost-in-westernized-bollywood-films-and-music/
- Ians. (2011). *Bollywood Music Cruising On The Wings Of Change*. The Express Tribune. Retrieved from: https://tribune.com.pk/story/184840/bollywood-music-cruising-on-the-wings-of-change
- Pardes Poster. (1997). Retrieved from: https://en.wikipedia.org/wiki/Pardes_(film)
- Gómez-González, María A. (2014). *Theory and Practice in Functional-Cognitive Space*. John Benjamins Publishing Company.
- Pindi, Nziba Gloria. (2018). Hybridity and Identity Performance in Diasporic Context: An Autoethnographic Journey of the Self Across Culture. Cultural Studies ↔ Critical Methodologies (vol. 18)
- Pinggong, Zhang. (2002). Orientalism: Western Conceptions of the Orient --On Edwad W. Said's Orientalism, Comparative Literature: East &. West. 4:1, 176-183.
- Pritchard, Annette. (2007). *Tourism and Gender: Embodiment, Sensuality and Experience*. CAB International.
- Rao, Shakuntala. (2010). "I Need an Indian Touch": Glocalization and Bollywood Films. Journal of International and Intercultural Communication, 3:1, 1-19, DOI: 10.1080/17513050903428117
- Sadowski, Piotr. (2017). The Semiotics of Light and Shadows: Modern Visual Arts and Weimar Cinema. Bloomsbury Academic.
- Said, Edward. (1978). Orientalism. Pantheon Books. DS12.S24 1979
- Sstkglitch. (2018). *Evolution Of Bollywood Movie Posters*. Retrieved from: https://www.shutterstock.com/blog/india/bollywood-movie-posters-through-the-ages

- Singh, Amardeep. (2009). *Mimicry and Hybridity in Plain Englis*. Retrieved from: https://www.lehigh.edu/~amsp/2009/05/mimicry-and-hybridity-in-plain-english.html
- Singh, Jashandeep & Gupta, Kanupriya. (2014). *Bollywood and Fashion Trends in India: A Longitudinal Study*. International Journal of Scientific Research and Management (vol.2)
- Shahid, Mohammad. (2015). *Title Design in Bollywood Film Posters: A Semiotic Analysis*. Retrieved from: https://www.researchgate.net/publication/284714764
- Stoian, Claudia. (2015) *Analysing Images: A Social Semiotic Perspective*. Scientific Bulletin of the Politehnica University of Timişoara Transactions on Modern Languages (vol.14 no.1)
- Tulsiani, Kriti. (2016). *Why 'Ki and Ka' reinforces gender-based stereotypes that it was expected to break*. Retreived from: https://www.news18.com/news/movies/why-ki-and-ka-reinforces-gender-based-stereotypes-that-it-was-expected-to-break-1226019.html
- Wilkinson-Weber, Clare M. (2013). Fashioning Bollywood: The Making and Meaning of Hindi Film Costum. Bloomsbury Academic.
- Zohdi, Esmaeil. (2018). Lost-identity; A Result of "Hybridity" and "Ambivalence" in Tayeb Salih's Season of Migration to the Nort. International Journal of Applied Linguistics & English Literature (vol.7)