



# chai why?

THE MAKING  
OF THE INDIAN  
'NATIONAL DRINK'

FEB  
23

4PM  
1117 University  
Capitol Centre

This event is sponsored by  
International Programs and the  
South Asian Studies Program.



Speaker: Philip Lutgendorf

Professor Lutgendorf will discuss his research into the promotion and popularization of tea-drinking in 20th century India, which was inspired in part by his recognition of the remarkable role that tea, modified to Indian taste, has come to play in diet, social intercourse, and public culture in a relatively short span of time. In particular, his talk will emphasize the role played by advertising images in transmitting the "tea habit" to Indians, both prior to and following Independence in 1947.

Philip Lutgendorf is Professor of Hindi and Modern Indian Studies in the University of Iowa's Department of Asian and Slavic Languages and Literature.

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