4PM
1117 University Capitol Centre

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

THE MAKING OF THE INDIAN 'NATIONAL DRINK'

FEB 23

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.

Individuals with disabilities are encouraged to attend all University of Iowa-sponsored events. If you are a person with a disability who requires an accommodation in order to participate in this program, please contact Heidi Vekemans in advance at 319-335-3862.