



## Still Reading Khan

*Mushtaq Shiekh*

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There's always been a patriarch for every field. He leads, people follow. He takes new paths -- praised if he's successful, derided if he fails. But then somebody has to do the job. Somebody has to invent for the others to reinvent. Somebody has to stand up for our fifty six year old philosophy -- for the people, by the people, to the people.

Shah Rukh Khan did just that. He invades areas where no actor has ever been. A clear brand philosophy and a brilliant understanding of mass psyche has been the strength of the SRK product. He is probably the best brand ever churned out by Indian industry. Outrageous and outspoken in his interviews, he played to the masses and boy did he play it right. Then there is the proverbial pinch of salt. With which SRK takes himself. While his work reflects his passion, there has always been that wry black humour that grounds his reality. He has consistently stripped the idealistic glamour from his profession by branding himself a performer.

One section of this story deals with the portrait of the artist as an individual, while the other would be an analytical commentary of his body of work and closer look at the Shah Rukh phenomenon through his films. The book argues on several premises including that of visual pleasure and the erotic gaze to explain the strongest points of attraction that a Shah Rukh film holds for the audience.

The book would argue that the films under discussion have an underlying theme that binds them the skilled manipulation of visual pleasure and the subversion of the erotic into an acceptable mandate that nevertheless attracts the audience.

The book would talk about the emotions and economics of being the Shahrukh Brand.

The book would reveal a candid star talking unreservedly on his art and acting. Shahrukh Khan had stepped into the film world as an outsider, a young man bereaved from the loss of his parents, seeking solace, work and passion in an alien world.

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