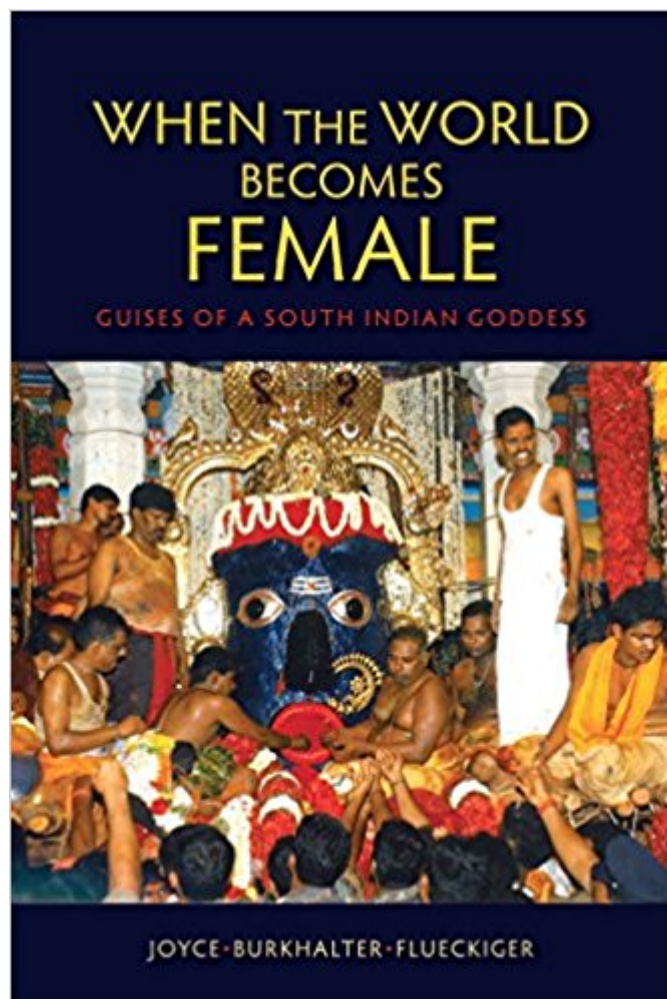


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# When The World Becomes Female: Guises Of A South Indian Goddess



## Synopsis

During the goddess Gangamma's festival in the town of Tirupati, lower-caste men take guises of the goddess, and the streets are filled with men wearing saris, braids, and female jewelry. By contrast, women participate by intensifying the rituals they perform for Gangamma throughout the year, such as cooking and offering food. Joyce Burkhalter Flueckiger argues that within the festival ultimate reality is imagined as female and women identify with the goddess, whose power they share. Vivid accounts by male and female participants offer new insights into Gangamma's traditions and the nature of Hindu village goddesses.

## Book Information

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## Customer Reviews

"Carefully crafted.... Through these rituals, stories and lives, the author reveals new ways of comprehending gender both at the cosmological and human level." —Ann Grodzins Gold, Syracuse University  
"Flueckiger's rich and colorful descriptions of the stories, festivals, and worshipers connected with the goddess Gangamma evoke a world that previously had been accessible to very few living outside southern India. This work makes available to readers a close-up view of an extremely fascinating aspect of living Hinduism." —David L. Haberman, Indiana University, author of *Journey through the Twelve Forests: An Encounter with Krishna*  
"When the World Becomes Female is a great addition to the academic literature on South Asian religious, ritual, devotional, and goddess traditions. It is accessible enough for use in undergraduate courses on the same or as an example of ethnographic methodology. It is always in-depth enough for

graduate courses and as a resource for scholars and universities and libraries."

"This is a carefully crafted ethnography on the South Indian festival of the village goddess Gangamma in the pilgrimage town of Tirupati in Andhra Pradesh....

Recommended." "Choice" Joyce B. Flueckiger's new book *When the World Becomes Female...* is a rich and colorful analysis of the goddess Gangamma's festival and her devotees."

"[Joyce Flueckiger addresses] directly questions of the relationships between a goddess and her devotees, and the ways that those devotees play with gender." "H-Asia

Joyce Burkhalter Flueckiger is Professor of Religion at Emory University. She is author of *In Amma's Healing Room: Gender and Vernacular Islam in South India* (IUP, 2009) and *Gender and Genre in the Folklore of Middle India*.

This book is an amazing and thought provoking narrative that will give insight to anyone interested in the goddess traditions of India, whether from an academic or spiritual perspective or background you are coming, this book is sure to expand your awareness.

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