

## **Movie-Going and Seating: A Note on Film Consumption**

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When talking about movie-outings audiences appear preoccupied with mundanities: discussions of which theater to go to, debates over seating and the pricing of tickets emerge as considerations of primary importance. Rarely do audiences focus narrowly on the film alone and its messages as cultural analysts tend to do which leads them to overlook much of the 'clamorous production' which constitutes consumption (de Certeau, 1984). Based on field-work in a multi-ethnic and multi-lingual urban setting in India I investigated the experience of film consumption in public settings. The theaters in question offered stratified seating with different ticket prices for Balcony, Lower Level, Stalls or 'Gandhi Class'. In this paper I examine the sense and significance of stratified seating to the audience and to the lived experience of film consumption. Relatedly I address the question of how fieldwork in this public setting informs comparative and cross-cultural study of leisure and popular culture consumption.