

Truck Art as Arena of Contest¹

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ABSTRACT The vastly decorated and painted trucks are a prominent feature of Pakistani culture. In this paper, the researcher advocates an understanding of Pakistani truck art as a form of popular culture with a strong potential as arena of contest. This potential is exemplified in three different domains, namely the religious, the political and the cultural. Truck art is employed by various groups – truck painters, drivers, etc. – to resist dominant interpretations, to contest meanings and to produce open-ended discourses on signification.