

---

## Priyanka Chopra's Hybrid Identity as a Public Figure Seen through Her Instagram Posts

Clara Andita Dwi Putri Wijaya<sup>1</sup>

<sup>1</sup>Universitas Gadjah Mada, Yogyakarta, Indonesia

✉: claraanditadwiputriwijaya@mail.ugm.ac.id

---

### ABSTRACT

Fans from all across the world have taken notice of Priyanka Chopra as a public figure. Similar to many other celebrities, she regularly posts details about her personal and professional lives on social media. Because of her special place at the intersection of Indian and American society, Chopra's Instagram posts represent her cultural identity. In analyzing how her hybrid identity as Indian and American is portrayed, this study examines her Instagram posts. The discussion, which uses postcolonial theory and the idea of hybrid identity, focuses on posts made between 2018 and 2024 when she married American musician Nick Jonas. According to this study, Chopra has a hybrid identity reflected in her appearances and the cultural events she participates in. She shows how she maintains her Indian roots while embracing American and Western cultural customs through her posts.

Keywords: *hybrid identity; instagram; postcolonial; public figure; Priyanka Chopra*

Article information  
(Filled by Editorial  
Management)

Received: 27 Feb, 2024

Revised: 19 Apr, 2025

Accepted: 20 Apr, 2025

DOI : <https://doi.org/10.22146/rubikon.v12i1.94429>

Available at <https://jurnal.ugm.ac.id/rubikon/article/view/94429>

This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License

---

### INTRODUCTION

No matter where individuals live, cultural changes are unavoidable, particularly in a globe that is becoming more interconnected daily. The quick advancement of technology and

the ease of access to information have greatly aided in the globalization and recognition of cultures. Because of increased access to Internet media, people can now easily explore and learn about

various societies' traditions and practices. This international interaction promotes a more comprehensive understanding and admiration of cultural diversity. Since every individual is influenced by their cultural background, learning new practices can be a worthwhile experience.

Learning about other cultures broadens our understanding of variety because culture significantly influences how individuals conduct their lives, claims Miftari (2022). Therefore, schools must implement cultural education to help kids and teenagers grow in their ability to appreciate and understand others from diverse cultural backgrounds.

Because of their varied cultural backgrounds, people and communities frequently embrace several cultures. Migration, exposure to various surroundings, and historical issues like colonization can all contribute to this cultural diversity. Moving to a different nation exposes people to new traditions and habits that can shape who they are. Because colonizing nations forced their cultural norms on colonized regions, colonialism had a profound impact on the development of cultural hybridity. People today have diverse cultural backgrounds

and lifestyles as a result. The development of a hybrid identity is one result of this cultural blending.

The diversity of civilizations worldwide pushes people to embrace contemporary ways of life and bridge cultural barriers while preserving aspects of their ancestry. It is common to refer to those who manage and adjust to these mixed cultural experiences as cultural hybrids. As a result, this study examines how a person's hybrid identity shows itself in their daily life. This subject needs to be prioritized since it fosters respect and cultural understanding in a world that is becoming more interconnected daily. Analyzing Priyanka Chopra's hybrid identity provides insightful information about the difficulties of multicultural living and the value of accepting ethnic variety.

Former Miss World 2000, Chopra, is a multi-talented artist and model. After becoming well-known for her roles in several Bollywood films, she furthered her reputation abroad by playing the first South Asian lead character in the American television series ABC's *Quantico*. Along with her entertainment career, Chopra founded the Priyanka Chopra

Foundation for Health and Education to support economically disadvantaged kids. She was recognized for her worldwide impact in 2016 when TIME magazine named her one of the 100 Most Influential People.

Beyond her professional life, Chopra gained much media attention after she married American singer and actor Nick Jonas, who is part of the Jonas Brothers, on December 1, 2018. Chopra has changed significantly from being a Bollywood icon to a well-known person worldwide. While she no longer lives in India regularly, she has houses in Los Angeles, Mumbai, and New York City (Balasubramanian, 2023).

Throughout her cinematic career, Chopra has played a range of parts and been an active member of groups and campaigns supporting women's and children's rights. She manages the challenges of juggling two different cultures as an Indian living in America. Chopra also experiences many lifestyles and perspectives as the spouse of American musician Nick Jonas. Despite these cultural differences, she maintains a strong connection to her heritage, especially in the entertainment industry, where she blends Indian traditional values with

international development and styles. Chopra continues incorporating elements of India's rich cultural legacy and strong traditionalism into her personal and professional life.

Authentic India Tours (2021) claims that greetings, family structures, cuisine, religion, temples, festivals, attire, dancing, literature, and language are just a few examples of India's traditions and customs in day-to-day life. In India, it is customary to bow and say "Namaste" when meeting someone, especially an elderly person, to demonstrate respect. Both saying "Hello" or "Goodbye" and welcoming guests are done with this greeting (10 Customs & Traditions in Indian Culture, 2021).

In India, the idea of a family is frequently associated with big, extended households in which all members live together and evenly divide income. Furthermore, arranged marriages are still a common custom in many Indian regions. Women may be viewed as a burden to the family if they decline an arranged marriage in certain regions where they lack the freedom to select their spouses.

India's distinctive and varied culinary culture is strongly tied to its customs;

the nation is well known for its extensive vegetarian cuisine. Although Islam, Christianity, Sikhism, Buddhism, and Jainism all have significant followings, Hinduism is the most popular religion in India. Indian culture also values spiritual and magical experiences, as seen by the many holy temples that can be found around the nation. Often regarded as tourist attractions, these temples are exclusive to India and draw tourists worldwide.

India has become known for its colorful festivals, a crucial aspect of its culture. Diwali, Holi, Makar Sankranti, Muslim Eid, Baisakhi (Sikhs' harvest festival), and Jains' and Buddhists' festivals are among the most well-known. Christmas and Good Friday are two more important holidays. Food plays a significant role in the celebrations of these festivals, which are usually characterized by parades, music and dancing, religious rites, and vivid colors. Since alcohol is frequently seen as improper in many cultural and religious contexts, it is typically not a part of Indian festivals, in contrast to some Western traditions.

Clothing such as the saree, dhoti, gamcha, kaupina, lagota, lungi, and loin cloths are frequently worn in India, which

is known for its authentic traditional attire. While some Indians save traditional clothes for festivals and special events, many wear them daily. In addition to being an essential part of the culture, these garments give people a sense of identity that connects them to their ancestry.

Storytelling and dance are frequently combined in India. While telling historical stories solidly rooted in the nation's rich traditions, performers dance. Ancient epics like the Ramayana and Mahabharata, which describe the exploits of gods and demons, love and conflict, and themes of bravery, chariots, and kidnappings, are often the source of these tales. Indian society still heavily relies on these epic tales, which have been handed down through the ages. Hindi is one of the most frequently spoken languages in the nation. Language also plays a significant part in India's cultural identity, bringing individuals from all communities and geographical areas together.

Chopra currently lives in the US, which has unique traditions and customs. McKelvie and Zimmermann (2022) assert that various elements influence American culture, including language, religion, sports, fashion, cuisine, the

arts, and holidays.

In terms of language, McKelvie and Zimmermann point out that almost all the world's languages are spoken in the US. English, Spanish, Hawaiian, Chinese, French, German, and many more are among them. Nonetheless, English is the most widely spoken language in the nation since most people can understand it.

In terms of religion, the US, which is frequently described as a country of freedom, is home to people of many different faiths, including atheists. American fashions are equally varied, influenced by social standing, geography, occupation, and climate. Americans typically have few restrictions on how they can express themselves through fashion and prioritize comfort and individuality in their attire.

One of the most well-known aspects of American cuisine is its fast-food culture. American culture is also heavily influenced by sports, with baseball, basketball, hockey, and football being the most popular. These sports attract much attention, particularly during important games and competitions. The US also celebrates several holidays, including Presidents' Day, Thanksgiving, Labor Day,

Memorial Day, and Independence Day (McKelvie & Zimmermann, 2022).

India and America have different cultures, which significantly impact people residing in both countries. Through her Instagram posts, the subject of this study, Priyanka Chopra, provides insight into how she navigates a hybrid identity as a public figure. Young (1995) defines a hybrid identity as merging many racial and cultural backgrounds when people live between opposing traditions. As Chopra juggles her Indian ancestry with the American way of life she currently leads, it might be said that she has a "double identity".

According to Bakhtin (1981), hybridization is the mixing of cultures influenced by social distinctions and other elements. The experiences of Chopra provide light on the process of hybrid identity, which can take many different forms. To establish white people as superior, the British colonized nations like India during the colonial era. Because of this historical background, many Indians still view American and British cultures as frightful or domineering. Identity formation is still affected by these postcolonial consequences. Therefore, this study aims to

examine how Priyanka Chopra's public and personal lives reflect the lasting effects of colonialism by using a postcolonial lens to assess her hybrid identity.

## **METHODOLOGY**

The data was gathered from a few chosen posts on Chopra's Instagram account to examine her hybrid identity. Chopra regularly posts personal updates, activities, and brand collaborations on Instagram, which is why it was selected as the primary source. The chosen posts cover the time before and after her marriage to Jonas, from January 2018 to 2024. These entries shed light on Chopra's navigating and expressing her dual identities as an American and an Indian.

This analysis uses two important theories: hybrid identity and postcolonialism. The hybrid identity theory examines Priyanka Chopra's dual identities as a public figure. Conversely, postcolonialism describes the time and conditions that follow colonialism. Loomba (1998) emphasizes postcolonialism's benefits and drawbacks. Language, food, music, art, and culture are all altered by postcolonialism, according to Loomba, as civilizations incorporate and adjust aspects of both indigenous and colonial

influences.

Furthermore, Loomba (1998) clarifies that the word "postcolonial" describes a worldwide movement that incorporates elements of shared culture. In this analysis, postcolonialism particularly discusses Chopra's Indian ancestry and how it shaped her identity in America. Postcolonialism examines how colonization affects communities, emphasizing the whole cultural implications rather than a single facet (Ashcroft, Griffiths, & Tiffin, 2002).

According to Loomba, postcolonialism is "not just coming literally after colonialism and signifying its demise, but more flexibly as the contestation of colonial domination and the legacies of colonialism" (1998, p. 12). According to this perspective, every colonized country has a distinct heritage from that of its colonists. According to postcolonial theory, these legacies have shaped the modern world, as evidenced by the persistence of numerous antiquated traditions and customs. Even though colonialism is no longer officially dominant, its effects are nevertheless felt in society and people's daily lives.

According to Sawant (2011), "mixture, intermingling of different cultures" means the term hybrid identity. According to Barry (1995), one of the essential characteristics of postcoloniality is hybrid identity. It characterizes a state where a person moves between two or more cultural frameworks, leading to a dual or blended identity. This circumstance frequently poses a dilemma for people or countries as they try to balance adapting to new cultural standards and preserving their cultural history. Internal conflict or cultural discord may result from such tensions. This analysis views Chopra's hybrid identity through the lens of her Indian cultural heritage and how it influences her self-perception as she adjusts to a new cultural setting in a foreign country.

It is acknowledged that hybrid identity is both a feature and an effect of postcolonialism. During the colonial era, the idea of identity dualism initially surfaced. According to Ashcroft, Griffiths, and Tiffin (2002), "hybrid identity" describes the emergence of new transcultural forms inside the colonial contact zones. In addition to controlling certain areas, colonial powers left their societies with an

enduring cultural legacy. Language diversity, cross-cultural interactions, and the blending of customs and cuisines are some of the factors that contribute to the creation of hybrid identities. Furthermore, a hybrid identity frequently emerges when people engage with or come from social and cultural backgrounds that are very different from their own. People often demonstrate hybrid identities because of their experiences navigating between two or more different cultural realms.

## DISCUSSION

Priyanka Chopra lives between two countries and is surrounded by two cultures. Throughout her entertainment career, she has maintained a constant presence in the public eye. Chopra represented India in the Miss World 2000 pageant and took home the prestigious title, marking the beginning of her international journey. Since then, she has pursued career goals and maintained a public presence in India and the US. Moving between these two cultural domains, each with its traditions, values, and practices, has helped Chopra develop a hybrid identity.

### **Priyanka Chopra's Hybrid Identity Seen from a Postcolonial Point of View**

As a famous public figure in Bollywood and Hollywood, the way that Chopra observes and honors important events and her public appearances represents her hybrid identity. These elements are explained in more detail below.

#### *Through her appearance*

Despite mainly living in the United States, Chopra maintains her Indian identity, especially in her fashion choices. She frequently wears traditional Indian clothing, particularly sarees, as seen in her Instagram posts. These sartorial choices indicate her commitment to preserving her ethnic roots. The variety of traditional attire demonstrates her ability to combine tradition with modern fashion she puts on ranging from basic and straightforward sarees to more contemporary, stylized styles.

However, Chopra demonstrates parts of an American identity, especially in her clothing choices. In terms of appearance, she frequently adopts modern Western fashions, which are considered "typically American." As innovation and fashion continue to advance, Chopra adjusts to different

situations when she must wear contemporary, Western clothing devoid of traditional Indian accents. Several pictures she posted on Instagram demonstrate this flexibility and her ability to use fashion in navigating different levels of society.



Figure 1. Chopra's post on May 24, 2018

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

In one of her pictures, Chopra is pictured at an event called Children Uprooted, which was hosted in Bangladesh by UNICEF, while sporting a traditional Indian saree. Chopra used her clothing to symbolize her Indian ancestry despite the cultural divide between Bangladesh and India. To the children and guests in Bangladesh, her attendance was a message that people from different cultural origins may serve and inspire others while still staying true to who they are. In contrast, Chopra is shown at an event in New York wearing contemporary Western attire in another post. She can



represent an American identity, which is demonstrated by her sophisticated attire in this second picture, which demonstrates her flexibility in choosing clothing that fits the situation. Through wardrobe choices that suit various ethnic and situational needs, Chopra manages her hybrid identity, as these visual depictions show.



Figure 2. Chopra's post on January 13, 2018

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

The third picture shows Chopra standing next to her husband, Nick Jonas, while donning a contemporary saree. The saree, nevertheless, honors her Indian background even though it has been altered to fit a modern aesthetic. According to Yadav (2023), the saree has changed significantly over time. Because traditional and modern patterns have been combined, women now have more options. Because they reflect centuries-old traditions and rituals, traditional sarees have great cultural value.

However, since fashion keeps changing, new takes on traditional clothing have surfaced, creating what is today referred to as contemporary fashion. Modern sarees have cutting-edge materials, designs, and embellishments that provide adaptability for a range of settings and individual expressions. These contemporary looks embrace uniqueness, comfort, and authenticity while enabling women to honor their ethnic heritage.



Figure 3. Chopra's post on December 12, 2018

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

Meanwhile, in the following shot, Chopra is seen attending a family event. Two of the males are dressed in formal suits, and the women are wearing traditional Indian sarees. Nevertheless, Chopra and Jonas, prefer to dress casually. Interestingly, Chopra is the only non-saree-wearing woman in the photo. She displays her American identity

in this case, demonstrating her capacity to adjust to a more casual Western style of dress in casual family situations. This decision supports her hybrid identity by showcasing her adaptability in balancing cultural norms with her comfort.



Figure 4. Chopra's post on January 28, 2019

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

Another picture shows Chopra dressed in a traditional Indian saree at a Mumbai movie promotion event. She intends to preserve and honor her identity as an Indian woman, which is why she chose to wear the saree on that day. She chose to highlight her cultural heritage through her clothing because the event was held in India. In contrast, Chopra is pictured in another photo at the Met Gala, an annual event held in New York, USA, sporting an ensemble created by the well-known fashion label Dior. According to Met Gala (2021), the occasion is a high-profile fundraising extravaganza that opens the Costume Institute's

yearly fashion show and supports the organization.

Professionals from a variety of professions come together to network and showcase their creative ingenuity at the Met Gala, which is commonly considered the "Red Carpet Event" of the fashion industry. Despite being a one-night event, the related exhibit is accessible to the public for several months. Given this, Chopra's clothing, which is different from traditional Indian clothes, shows how she has adapted to American fashion culture. She made a dramatic, thematic fashion statement that reflected her identity as an American by associating herself with the 2019 Met Gala theme, Camp: Notes on Fashion. This demonstrates her identity's hybridity once more, as she switches between cultural expressions with ease depending on the situation.



Figure 5. Chopra's post on September 25, 2019

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)



Figure 6. Chopra's post on May 7, 2019

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

In addition, Figure 7 shows Chopra at an award ceremony in Marrakech while dressed in a traditional saree. By dressing in culturally meaningful attire, she demonstrates her pride in her Indian ancestry on this worldwide occasion. On a worldwide scale, she actively celebrates and promotes her Indian identity by wearing a saree. Image 8 shows Chopra at a UNICEF function in New York City, wearing a plain red dress. Instead of reflecting her Indian heritage, the laid-back Western ensemble is more in line with a global or American style. She presents herself as a non-Indian woman in this situation, adjusting to the social mores and expectations of the environment. These contrasted photos further highlight the way Chopra navigates and embodies aspects of both Indian and Western cultures, depending on the situation. In the

following pictures, her hybrid identity is still visible.



Figure 7. Chopra's post on December 6, 2019

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)



Figure 8. Chopra's post on December 5, 2019

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

In the following images, Chopra wears an Indian modern or contemporary saree at an event in Los Angeles. She shows up with her Indian identity there. Even though the event was not held in India, she proudly showed herself as an Indian. In her caption, Chopra said, "Happy Diwali eve... love, light and happiness to everyone. Kicking off the festivities with much gratitude

and surrounded by love.❤️🌟". Her caption shows that she is not only undergoing a hybrid identity through her appearances but also extends beyond her fashion choices, which is also reflected in her self-presentation and communication.



Figure 9. Chopra's post on November 4, 2021

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

However, Figure 10 shows Chopra attending a Formula One race event in modern, casual clothing. Her clothing shows a Western sense of style, fitting the persona of an American or international celebrity. She exhibits her flexibility to the event's ambiance and global audience by going with a sleek and modern look. It is clear from her Instagram photos that Chopra displays and decides various aspects of her identity based on the situation. While some photos show her adopting a Western or American identity through contemporary design choices, others highlight her deep ties to her Indian

ancestry, which are frequently portrayed through traditional attire like sarees. Chopra's varied looks highlight her hybrid identity, which is influenced by her life and career in the West yet has roots in her Indian heritage.



Image 10. Chopra's post on November 30, 2023

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

It is obvious from Chopra's posts that she represents a hybrid identity. She regularly displays aspects of both her Indian background and her Western, especially American, lifestyle, which reflects her dual identity. Her choice of clothing, which includes both modern Western design and traditional sarees, reflects her ability to represent and deal with all cultural realms. As a well-known person, Chopra's clothing selections not only convey her individuality but also the difficulties and compromises of juggling two different cultures.



*Through her celebration days*

Priyanka Chopra was born and raised in India. Thus, she is accustomed to the cultures and festivals of her native country. As was already established, there are various cultural celebrations in India, many of which involve significant ceremonies and rituals. Chopra has posted pictures of herself actively taking part in these festivities on Instagram. Her engagement to American musician Jonas on August 18, 2018, is a noteworthy example. Chopra honored her Indian heritage by adding traditional Indian customs to their wedding journey, even though she married someone from a different cultural background. Chopra and Jonas participated in the ceremony with respect, and she is shown in image 11 wearing a traditional saree.

Engagement rituals have been a long-standing custom in many Indian societies, according to Engagement Rituals and Customs - Different Kinds of Engagement Rituals in India - Sagaai Rituals (n.d.). Although there could be slight regional or religious variances, the engagement ceremony's format and intent are largely the same throughout India. These gatherings are frequently hosted at a specified location or the bride's family home.

Chopra's choice to follow these traditions demonstrates a commitment to maintaining her Indian identity while establishing a life in a multicultural and international environment.



Image 11. Chopra's post on August 18, 2018

Chopra's traditional engagement  
Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

Chopra chooses to adhere to the wedding customs because she is an Indian with rigorous and genuine traditions. Furthermore, it is evident that Jonas is open to adopting her Indian traditions. The engagement marks the beginning of the earliest Indian wedding custom. Chopra is wearing a saree and a scarf in her hair, as shown in image 11. In India, a couple formally announces their intention to get married during the engagement ceremony. In certain traditions, the lavish engagement ceremony holds equal significance to the wedding. The bride-to-be receives presents, food, and jewelry from the groom's family

during the ceremony, which is frequently hosted at the bride's house (Lemick, 2022).



Figure 12. Chopra's post on December 1, 2018 Chopra's traditional ritual, *The Mehndi*

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

Chopra's caption, "The only way to do this... with Family and God", highlights the cultural and spiritual significance of the customs. She expressed her gratitude and emphasized the value of family and faith in commemorating such a significant occasion by saying, "Thank you all for your wishes and blessings 🙏❤️🎉". Her sincere expression, although she lives in the US and wears traditional Indian clothing, reveals a hybrid identity that embraces her existence in a Western setting while honoring her Indian background.

However, based on her Instagram posts, Chopra did not publicly share content from the Haldi ceremony (Nast, 2020). Chopra, who is Indian, followed

several traditional rituals before her official marriage to Nick Jonas, including a Western-style white wedding and a series of Indian ceremonies like the Haldi, Mehndi, Sangeet, and Pheras. The first ritual she shared was the engagement, which is based on Indian tradition.

According to Jirsa (2018), the Mehndi ceremony is performed the night before the wedding and represents the bride's aspirations for good health and wealth as she goes into matrimony. The bride's family usually plans the event and invites female relatives from both sides to join the festivities.

One of the most special things that our relationship has given us is a merging of families who love and respect each other's faiths and cultures. And so planning our wedding with an amalgamation of both was so so amazing. An important part of the pre wedding rituals for the girl in an Indian wedding is the Mehendi. Once again we made it our own and it was an afternoon that kicked off the celebrations in the way we both dreamed. @nickjonas (Instagram.com/priankachopra, on December 1, 2025)

As seen in her caption, Chopra's thoughts on the Mehndi ceremony highlight the strong intercultural bond she has with


her spouse and the respect their families have for one another. Her focus on incorporating Western and Indian elements into the wedding demonstrates how she actively manages her hybrid identity. In addition to respecting customary Indian pre-wedding rites, she presents the occasion as a customized celebration influenced by the backgrounds and values of both partners. Through this deliberate blending of traditions, Chopra creates a distinctive, cross-cultural expression of herself while navigating and embracing her position between two cultures, Indian and American.

Additionally, according to Jirsa (2018), the Sangeet ceremony is customarily a celebration with the gathering of female relatives who sing and dance. However, in contemporary days, this rite has also changed to involve men. As per Chopra's Instagram post, she joined members of Nick Jonas's family and her extended family to celebrate the Sangeet ceremony. A dance performance between the two families united everyone and promoted family harmony (Jirsa, 2018).

It all began as a fierce song & dance competition between the families but ended, as always, as a huge

celebration of love. Nick and I were looking forward to the Sangeet (musical evening), another pre wedding ritual.. and to see what each side had put together.

And what a performance it was. Each family telling our stories through song and dance, filled with lots of laughter and love. We were both filled with gratitude for the effort, the love and the laughter and will carry the memories of this special evening for the rest of our lives. It is an amazing start to a lifetime of togetherness for our families and friends...#grateful @nickjonas

/📷: @calebjordanlee @jos evilla @josephradhik (Instagram.com/priyankachopra, on Dec 2, 2018)

In her caption, Chopra emphasizes the Sangeet event as a happy merging of ethnic customs, where both families created enduring memories by celebrating with song and dancing. As the ceremony evolved into a manifestation of cultural pride and solidarity, her reflection on the occasion, which began as a fierce competition and evolved into a festival of love, highlights the blending of her Indian ancestry with Western views. Chopra's remarks express her appreciation for merging family customs and show how she manages her dual identity by

valuing her Indian heritage and her life in the US with Nick Jonas. This festival emphasizes love and family and is a perfect example of two cultures coming together.

Following that, Chopra observed the Pheras rite. The Pheras is one of the most important traditions during an Indian wedding, according to *Beyond the Vows* (n.d.). The pair walks around a sacred fire, an agni, or another significant spiritual object, like the Guru Granth Sahib Ji in Sikh rituals.



Figure 13. Chopra's post on December 2, 2018

Chopra's traditional wedding ritual,  
*The Sangeet*.

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)



Figure 14. Chopra's post on December 4, 2018

Chopra's traditional wedding ritual,  
*The Pheras*

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

However, Chopra also decided to include a Christian wedding ceremony in the Western tradition because she married an American. She posted several pictures from the white wedding on Instagram, showing both families wearing formal dresses and suits, which is typical of Western wedding customs. Chopra's decision emphasizes her hybrid identity as she embraces and navigates Indian and American cultural practices. By combining different traditions into her wedding, Chopra shows herself as both Indian and American, reflecting her life as a public figure in the US.



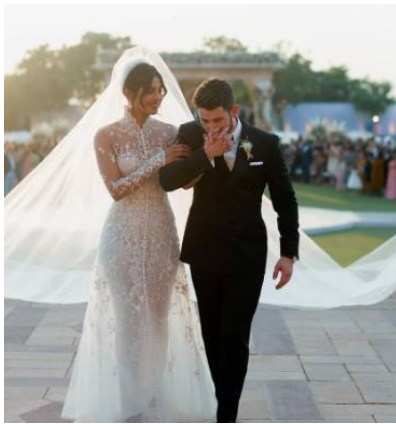


Figure 15. Chopra's post on December 4, 2018

*The White Wedding*

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)



Figure 16. Chopra's post on December 8, 2018

*The White Wedding*

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

It is clear from the pictures above that Chopra and her spouse also had a contemporary, Western-style wedding celebration. They performed a white wedding following the completion of the customary Indian wedding rituals. In general, the phrase "white wedding" describes weddings that are Western-style and incorporate all the traditional elements that are expected in the US, including the bride wearing white, the

exchange of rings and vows, the presence of bridesmaids and groomsmen, and a reception that includes speeches (Amour, 2023).

Chopra's embrace of several cultural traditions further reflects her hybrid identity as both Indian and American. She still observes Indian holidays and customs even though she lives in the US. Chopra recounts instances on social media where she celebrates different traditions and societies she encounters. She seeks blessings at Shree Siddhivinayak and celebrates important cultural events like Diwali, Holi, and Karwa Chauth as an Indian. Her dedication to preserving her Indian heritage while living in a global setting is demonstrated by the photos she shares, which reflect these festivals.



Figure 17. Chopra's post on November 5, 2021

*Diwali Celebration*

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

Chopra continues celebrating important traditional holidays,

as shown in pictures 17 through 23, to keep her Indian identity. She regularly celebrates several Indian holidays, including Karwachauth, Holi, and Diwali. Diwali, which is celebrated on November 12, is essential. Diwali, also called the "festival of lights", honors the virtues of knowledge, freedom, and victory, as well as the victory of good over evil and the return of light over darkness (Burnett, 2023). Hundreds of candles and diya, or ceramic lamps, are lit during this event and placed on the streets and people's houses to light up the night. Much of India observes Diwali as a five-day festival, with the main celebrations on the third day (Burnett, 2023).

या देवी सर्वभूतेषु लक्ष्मी रूपेण संस्थिता।  
नमस्तस्यै नमस्तस्यै नमस्तस्यै नमो नमः

With the blessings of Goddess Mahalakshmi we invite Her grace and abundance into our home.

Happy Diwali 🪔

📷 @maneeshkgoyal (Instagram. com/priyankachopra, on November 5, 2021)

Chopra celebrates Diwali by calling upon the blessings of Goddess Mahalakshmi, the Hindu goddess of wealth, prosperity, and abundance. She offers the following Sanskrit verse: "या देवी सर्वभूतेषु लक्ष्मी रूपेण संस्थिता। The traditional mantra "नमस्तस्यै नमस्तस्यै

नमस्तस्यै नमो नमः" honors the divine feminine spirit in all beings, particularly in the form of Lakshmi. In addition to demonstrating her command of the Hindi language, Chopra's inclusion of this prayer in Hindi enhances the celebration's cultural depth and personal link to her Indian spiritual heritage. Her decision to share this holy passage with her audience demonstrates her pride in her background. It highlights the importance of preserving local customs even in an increasingly English-speaking, globalized world.

Celebrating Diwali shows that Chopra tended to wear a saree, traditional Indian clothes. Further, in her posts, it seems that Chopra shares her moments celebrating Diwali each year.



Figure 18. Chopra's post on March 7, 2020

Holi Celebration

Source: Instagram.com/priyankachopra

Holi is the next Indian holiday Chopra takes part in. Holi is an annual celebration of

spring's arrival in either February or March, based on when it falls within the Hindu calendar month of Phalguna. To represent the annihilation of evil spirits, people congregate around a bonfire called Holika on the eve of Holi to sing and dance. People frequently throw objects into the fire, including wood, twigs, dried leaves, popcorn, grains, coconuts, and roasted chickpeas (Caruso, 2023).

Further, the next celebration is Karwachauth. In Karwachauth, married women follow the challenging nirjala vrat (fasting without food or drink) in devotion to their husbands' safety and well-being. From dawn until moonrise, they maintain the fast (Pallavi, 2023). Hence, by celebrating those days, Chopra's identity as an Indian is shown.



Figure 19. Chopra's post on October 18, 2019

*Karwachauth*

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

Chopra proudly maintains her Indian identity, as shown by the Indian festivities she posts on Instagram. Even though she is married to an American, she uses her social media platform as a public figure with a large global following to convey to her audience that she still feels a strong connection to her Indian heritage. She demonstrates her dedication to her ancestry in a global setting by sharing traditional customs, which strengthens her sense of self and sends a strong message to her followers worldwide.

The following pictures, however, also show Chopra's American identity as she participates in Christian festivities that follow her husband's family's customs. Her holiday celebrations have changed since she married a Christian American man. Chopra has shared moments from her Valentine's Day, Christmas, Easter, and Anniversary Day celebrations on Instagram. These celebrations demonstrate how she has assimilated American cultural customs, highlighting her mixed identity that combines American and Indian elements.

Christmas is the first holiday. Chopra has posted moments of her Christmas celebrations with her family, especially her husband, on

Instagram on several occasions. She has shared several posts with a Christmas theme, including image 20. Chopra eagerly participates in the Christmas festivities in these pictures, showing her respect for her husband's Christian beliefs. She is also spotted spending time with her spouse while wearing loose, comfy clothing, emphasizing the holiday's laid-back and personal vibe.



Figure 20. Chopra's post on December 26, 2020  
*Christmas*

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

Easter is the next holiday. Chopra also celebrates Easter, as seen in image 21, underscoring her adherence to Christian and Indian customs. She enthusiastically participates in Christian holidays even though she has a strong connection to Indian traditional events. Chopra's family's involvement in the event is symbolized by the photo she provides of herself

and her daughter wearing an Easter-themed blouse.



Figure 21. Chopra's post on April 10, 2023  
*Easter*

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)



Figure 22. Chopra's post on February 14, 2021  
*Valentine's Day*

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)





Figure 23. Chopra's post on December 1, 2022  
*Anniversary's day*

Source: [Instagram.com/priankachopra](https://www.instagram.com/priankachopra)

Chopra can be seen enjoying Valentine's Day in image 22. Although younger Indian generations generally celebrate Valentine's Day, cultural discussions have recently been about its applicability. Conservative voices have suggested changing it to "Cow Hug Day," which would honor cows as sacred animals in Hinduism. Concerns that Western influences, including Valentine's Day, would erode traditional Indian values and practices are the basis for this proposal (Feldman, 2023). Chopra's involvement in the festival further solidifies her hybrid identity by showcasing her ties to international, especially Western, cultural customs.

Additionally, Chopra and Jonas can be seen enjoying their wedding anniversary in image 23. Since her marriage, she has frequently shared posts

honoring this event, following the custom of many American couples. Her Indian origin is still frequently reflected in her anniversary celebrations, in any case. She published a throwback photo of herself wearing a modern Indian dress with traditional ornaments in one anniversary post, for example. In contrast, Nick Jonas was dressed in a modern Western-style suit. Chopra's hybrid identity is emphasized by this image, which shows her embracing aspects of Western, mainly American, cultural customs while also honoring her Indian heritage.

#### **Interpretation of Priyanka Chopra's Hybrid Identity through Postcolonial Point of View**

Chopra balances Indian and American traditions and cultures. Her experiences in two different cultural contexts, the modernity of the US and the traditional values of rural India shaped her hybrid identity. Her Instagram photos, in which she discusses various customs and holidays from both cultures, effectively highlight this cultural duality. Chopra's hybrid identity is a result of postcolonial processes, as was previously mentioned. Her social media presence is an example of the long-lasting consequences of colonial

influence, especially the expression of hybridity from a postcolonial standpoint. These depictions demonstrate how the postcolonial age still shapes identities, especially regarding the mixing and coexistence of many cultural affinities.

The concept of cultural polyvalence, which describes the state in which individuals or groups concurrently belong to many cultural traditions, including oral and local customs, is said by postcolonial critics to shape identity frequently. Given that the cultural legacies of colonialism influence it, Priyanka Chopra's hybrid identity, seen through a postcolonial lens, represents this phenomenon. Chopra navigates both Indian and American cultures with a sense of ambivalence that is typical of hybrid identity, which is the conflict between adjusting to new cultural influences and maintaining one's original cultural roots.

## CONCLUSION

Chopra intentionally portrays herself as both Indian and American, capturing the difficulties and compromises of identity in a postcolonial, international society. Moreover, the study highlights that Chopra embodies a hybrid

identity due to postcolonial influence. She demonstrates how one can adopt aspects of American and Western cultures while preserving Indian heritage. This duality reflects a key characteristic of postcolonial identity, hybridity, which signifies identity's shifting and evolving nature in response to cultural transformations rooted in colonial history. Chopra's experience illustrates how identities are no longer fixed but are continuously shaped by the intersection of local traditions and global influences.

## REFERENCES

- 10 Customs and Traditions in Indian Culture. (2021, February 10). *Authentic India Tours*.  
<https://www.authenticindiatoours.com/2021/02/10/10-customs-and-traditions-in-indian-culture/>
- Amour, S. (2023, April 5). *What is a White Wedding? Origins, Significance & Traditions*. Story Amour.  
<https://storyamour.com/blog/what-is-a-white-wedding/>
- Ashcroft, B., Griffiths, G. & Griffiths, H. (2002). The key concept. *Post-colonial studies*, 39(108), 168-169
- Balasubramanian, H. (2023, May 3). *Priyanka Chopra's house: Classy, luxurious and yet,*

- warm.  
<https://housing.com/news/priyanka-chopra-jonas-house/>
- Barry, P. (1995) *Beginning Theory An Introduction To Literature And Cultural Theory*. Manchester: Manchester University Press
- Beyond the Vows: Exploring the Phera Ceremonies of Indian Weddings*. (n.d.). Timeless Indian Jewelry | Aurus. Retrieved December 3, 2023, from <https://www.aurusjewels.com/blogs/news/beyond-the-vows-exploring-the-phera-ceremonies-of-indian-weddings>
- Burnett, C. (2023, November 16). *Diwali 2023: What Is Diwali? | Dates and Traditions | The Old Farmer's Almanac*. <https://www.almanac.com/content/diwali>
- Caruso, S. (2023, March 8). *Everything to Know About Holi, the Hindu Festival of Colors*. Peoplemag. <https://people.com/human-interest/holi-everything-to-know/>
- Engagement Rituals and Customs- Different Kinds of Engagement Ceremonies in India- Sagaai Rituals*. (n.d.). Retrieved December 2, 2023, from <https://weddings.iloveindia.com/indian-weddings/pre-wedding-functions/engagement-rituals.html>
- Feldman, E. (2023, February 10). *India Wants to Replace Valentine's Day With "Cow Hug Day."* Smithsonian Magazine. <https://www.smithsonianmag.com/smart-news/india-wants-to-replace-valentines-day-with-cow-hug-day-180981610/>
- Jirsa, L. and. (2018, August 9). *Mehndi | Indian Wedding Tradition*. Orange County Wedding Photographer Los Angeles | Lin and Jirsa. <https://www.linandjirsa.com/mehndi-photography-for-indian-weddings/>
- Lemick, D. (2022, February 15). *Indian Engagement, Jewelry and Wedding Traditions*. BriteCo. <https://brite.co/education/indian-engagement-jewelry-and-wedding-traditions/>
- Loomba, A. (1998) *Colonialism/Postcolonialism*. London: Routledge
- Marotta, V. (2008). *Journal of the study of race, nation and culture. The Hybrid Self and Ambivalence of Boundaries*, 14(3), 298
- McKelvie, C., & Zimmermann, K. (2022, November 4). *American culture: United States traditions and Customs | Live Science*. <https://www.livescience.com/28945-american-culture.html>

- Miftari, G. (2022, January 19). *The Importance of Learning About New Cultures*. Youth Time Magazine: News That Inspires, Updates That Matter. <https://youthtimemag.com/the-importance-of-learning-about-new-cultures/>
- Nast, C. (2020, September 1). *In pictures: Priyanka Chopra and Nick Jonas's wedding ceremonies*. Vogue India. <https://www.vogue.in/wedding-s/content/in-pictures-priyanka-chopra-and-nick-jonas-wedding-ceremonies>
- Pallavi, K. (2023, October 25). *Karwa Chauth 2023 fasting rules: Dos and don'ts to keep in mind while observing the Karaka Chaturthi vrat*. Hindustan Times. <https://www.hindustantimes.com/lifestyle/festivals/karwa-chauth-2023-fasting-rules-dos-and-donts-to-keep-in-mind-while-observing-the-karaka-chaturthi-vrat-101698206541972.html>
- Priyanka (@priyankachopra) • Instagram photos and videos. (n.d.). Retrieved December 2, 2023, from <https://www.instagram.com/p/riyankachopra/>
- Sawant, D. (2011). Perspectives on post-colonial theory: Said, Spivak and Bhabha. *Literary Endeavor*, 2(5).
- Yadav, S. (2023, June 16). *Traditional vs Contemporary Sarees: Exploring Timeless Elegance*. *Utsav Fashion Blog*. <https://www.utsavfashion.com/blog/ensembles/traditional-vs-contemporary-sarees>
- Young, R. (1995) *Colonial Desire*. London: Routledge.