

Intercultural Understanding Guide: Bollywood (Indian Film Culture)

Hindi cinema, popularly known as Bollywood and formerly as Bombay cinema, refers to the film industry based in Mumbai, engaged in production of motion pictures in Hindi language. The popular term Bollywood, is a portmanteau of "Bombay" (Known as Mumbai today) and "Hollywood".

Backgrounds:

- It is believed that there are several contributors to the current Bollywood movie production, including The branching structures of ancient Indian epics, Ancient Sanskrit drama, Traditional folk theater, Parsi theatre, Hollywood and Western musical television (MTV).

Characteristics:

Bollywood becomes popular in India because it is often associated with India's national identity, telling India, and the globe its own story. The story includes Indian people's struggle for independence, struggle to achieve national integration and to emerge as a global presence.

Exports:

- Indian cinema's early contacts with other regions made inroads into the Soviet Union, the Middle East, Southeast Asia, and China.
- It further entered the consciousness of Western audiences and producers during the late 20th century.
- Nowadays, Bollywood has become a significant form of soft power for India, increasing the influence and changing the perception of India around the world.

Bollywood in Australia:

- In 2023, a deal between Australia and India was agreed and aims to "bring a slice of Bollywood to Brisbane" .
- According to film experts, the new initiative would facilitate easier access to permits, subsidies, grants and enable actors, producers, and filmmakers to work together.



References:

- [Wikipedia](#); [SBS](#);