



# **Bollywood versus Hollywood**

**The Battle of the Dream Factories**

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# What is Bollywood ?

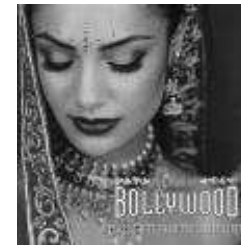
- ┌ North Indian film factory
- ┌ The most prolific film factory in the world
- ┌ Connection of two words - Bombay and Hollywood
- ┌ B. produces about 800 films/year

# First Cinema x Third Cinema

- Commercial
- Mainstream
- Dominant
- Culturally-imperialistic



- Non-commercial
- Indigenous
- National
- Politicised
- Democratic
- Serious content



Bollywood is ...



Boundaries between First and Third World products are not so clear as they used to be

# Bolly vs Holly

- Bolly earns big amount of money → Holly wants it
- Holly tries to infiltrate into Indian market or replace Bolly → No success, Bolly survives

**Question: Why did Bollywood survive?**

**Answer: Because of the culture.**

**Result of the battle: As for culture Bolly is the winner x economically Holly is the winner**

# Typical of Bollywood film is ...

- Mixture of everything (comedy, tragedy, musical, melodrama, song and dance sequences)
- Length (3 hours)
- Music (popular music=film music)
- Religious iconography of actors

# Cultural globalization

- **Style the film is made in**
- **Changing of languages (Hindi and English)**
- **Western way of clothing**
- **Films are settled in USA**

# Conclusion

- **Competing between Bollywood and Hollywood has become popular**
- **Bollywood is under western and domestic pressure at the same time**
- **Bollywood uses some features of western cinema but as a whole it is different than Hollywood**



Thank you for your attention

If you want to know more about Bollywood :  
Book: Bollywood Cinema (N1 – 202)