

Communication and Cultural Awareness



Social Studies

Value: Interculturality

Culture

India has 22 official languages, including English. English is common to most parts of the country, since India was under British rule for a period of time. However, many other languages are spoken there. Among the most popular are Hindi, Gujarati, Tamil, and Urdu.



Bollywood

Bollywood, also known as Hindi cinema or Bombay cinema, is the Indian Hindi-language film industry. The name comes from a combination of the words "Bombay" and "Hollywood". Surprisingly, Indian cinema is the world's largest film industry. They produce almost 2,000 films every year. Bollywood makes up 43% of this. Although most of the films are in Hindi, some modern-day Bollywood movies are now in "Hinglish", a mix of Hindi and English.

Indian films really began to gain popularity during the late 1940s, after India gained its independence from Britain. Many films started being produced in Hindi. These films belong to many different genres, including drama, action, comedy, and musicals. The term "Bollywood" was born in the 1970s. Its **signature** type of film was masala, which combined various genres: action, comedy, drama, romance, and musical. Bollywood is strongly linked to Indian identity, and it has become the way in which Indians can tell their story to the world.

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Vocabulary

signature. typical, what it is known for

Discuss these questions with a partner.

- Where did the name "Bollywood" come from?
- Which film industry is bigger: Bollywood or Hollywood?
- What language are most Bollywood films in?
- What is masala?
- Have you ever seen a Bollywood movie? Would you like to?