

That's entertainment!



The passive

Reading: Bollywood

1 Think of movies that fit into each of these categories.

- 1 Action and adventure movie
- 2 Romantic movie
- 3 Mystery
- 4 Musical
- 5 Fantasy movie
- 6 Comedy

Mamma Mia is a musical.

2 What kinds of films do you like most? Why? Which ones don't you like? Why?

3 Read an article about Bollywood movies. What kinds of movies are they?

4 According to the article, are these sentences true (T) or false (F)?

- 1 Bollywood is a place in Mumbai.
- 2 A larger proportion of a Hollywood movie budget is spent on marketing than a Bollywood one.
- 3 It takes more time to make a Bollywood movie than a Hollywood movie.
- 4 More films are made in Hollywood than Mumbai.
- 5 Bollywood movies are made in English.
- 6 Bollywood movies are rarely shown outside India.

WHAT'S BOLLYWOOD?



Everyone knows Hollywood. It's the place in California where many of the world's movies are made. 'Bollywood' isn't a place. The term 'Bollywood' is used to describe the very successful film industry that is based in and around Mumbai in India. Bollywood movies are famous for having everything – action and adventure, romance, excitement, music, dancing, comedy, and of course, a happy ending.

In the USA, about 40 per cent of a movie's budget is spent on marketing and many movie stars earn million dollar salaries. In India, movie tickets are much cheaper and production budgets are smaller. Marketing costs account for around 15 per cent of a film's budget. There are fewer high-tech production facilities and films take longer to make. But more than a thousand movies were made in India last year.

That's more than double the number that were made in the USA.

To work in Bollywood, you need English. It's the business language of India, and it's also the language of the Indian film industry. However, over a thousand different languages are spoken in India so Bollywood films are made in local languages. Sometimes they have subtitles in different languages, so people can read the words on the screen. Often they're dubbed – a new recording made in another language.

Bollywood movies are loved by fans all over the world and they are an important source of foreign income for India. They're very popular in Russia and the Middle East and they also do well in Australia, the UK and the USA. Bollywood was a US\$2.1 billion industry last year and much of the money was earned abroad. ■