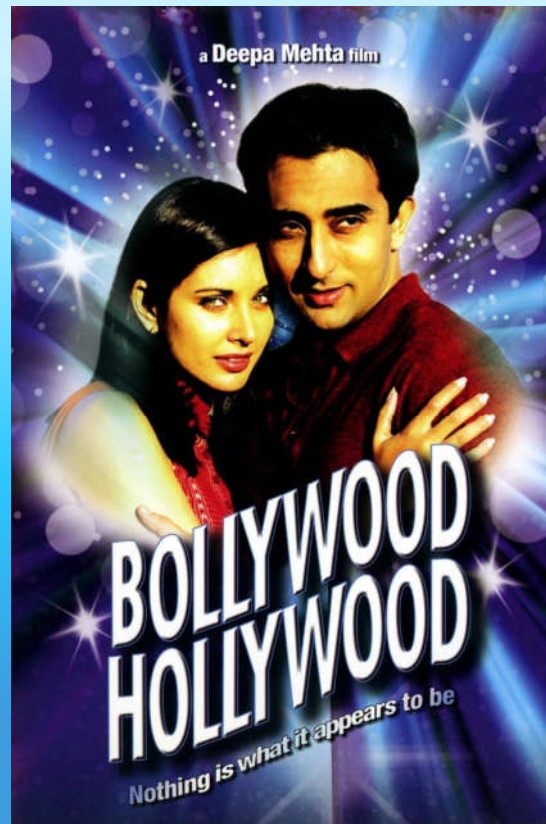


# Cultural Homogenization and the Globalization of Culture: Bollywood and Hollywood

## Lecture 21



# Lecture Outline

- Cultural Homogenization and Cultural Imperialism
- Bollywood (Tydell)
- Hollywood (Cowen)

# Cultural Homogenization and Cultural Imperialism

## Drivers

- Easy access to foreign media/ideas/culture
- Creation of new global culture

## Processes (Cowen reading)

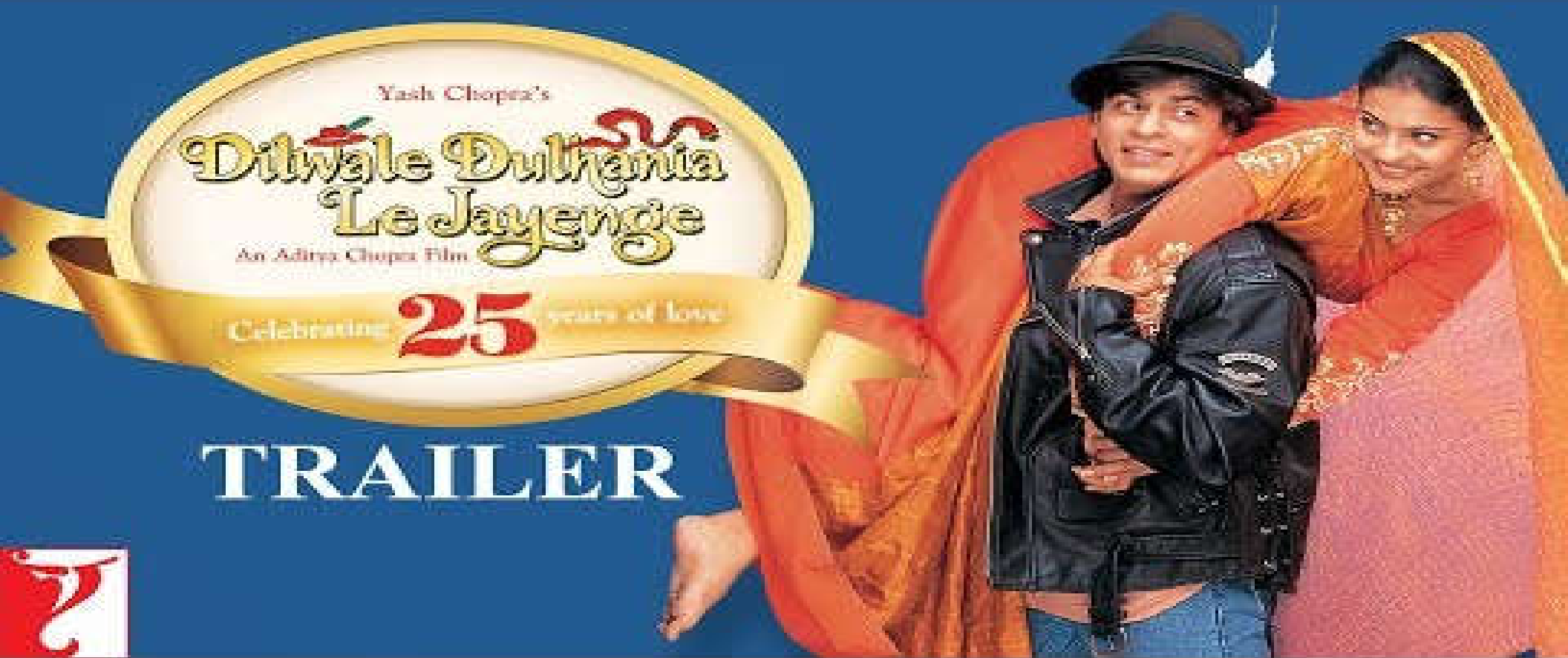
- Economic clustering
- Technology (non-physical, i.e., digital format, radio)

# Bollywood

Bollywood



# Bollywood



Link if video is lagging

<https://www.youtube.com/watch?v=olZ4U21DRIM>

# Key Characteristics of Bollywood Films

- Produced for internal cultural consumption
- Commercial
- Anti-colonial, nationalistic
- Escapist, like Hollywood, but using styles that are Indian, not Western (song, dance, drama)
- Music and film is a more integrated product than Hollywood films

# Analysis

- **Has Hollywood Supplanted Bollywood?**
  - Two cinemas don't compete but meet different needs
  - The same cinemagraphic style may hold different cultural meanings
  - Bollywood has its own advantage of economic clustering
  - Cultural elements (music, song, acting) fit together according to diverse cultural logics that global products can't necessarily meet.
  - Culture influences how the cultural and political realms are related
- **Applying Theories to Explain Globalization Trends**
  - The concept of cultural imperialism of Hollywood is insufficient to explain Bollywood's success
  - Every theory has a lens that blinds the analyst to certain elements
  - The application of theory can cause the analyst to misunderstand the subject
  - Only one trend or factor is not enough to explain most empirical realities