Start studying Indian Cinema. Learn vocabulary, terms and more with flashcards, games and other study tools. Numerous films produced but economic structure of industry unstable. Studios collapsed in 50s (WW2) leading to rise of independent studios. Screens. Not enough theatres and screens to sustain industry: theaters couldn't be built cause of WW2 moratorium. Taxes were super high and took 60% of box office revenue. Nearly half of Indian Bengali films in foreign territories, further reinforcing Bombay Hindi cinema as national cinema. Alternative post-partition cinema: Bengali art cinema. Films in Bengali language. More emphasis on realism and influence from international art cinemas. Music was classical rather than popular and was typically integrated in more realistic ways. Indian clothing is closely identified with the colorful silk saris worn by many of the country's women. A traditional piece of clothing for men is the dhoti, an unstitched piece of cloth that is tied around the waist and legs. Men also wear a kurta, a loose shirt that is worn about knee-length. Diwali is the largest and most important holiday to India, according to National Geographic. It is a five-day festival known as the festival of lights because of the lights lit during the celebration to symbolize the inner light that protects them from spiritual darkness. Holi, the festival of colors, also called the festival of love, is popular in the spring. The country also celebrates Republic Day (Jan. 26), Independence Day (Aug. Indian cinema is a global enterprise.[15] Its films have a following throughout Southern Asia, and across Asia, Europe, the Greater Middle East, North America, Eastern Africa, China and elsewhere, reaching in over 90 countries.[16] Biopics including Dangal became transnational blockbusters grossing over $300 million worldwide.[17]. The overall revenue of Indian cinema reached US$1.3 billion in 2000.[21] The industry is segmented by language. The Hindi language film industry is known as Bollywood, the largest sector, representing 43% of box office revenue. Combined Tamil (Kollywood) and Telugu (Tollywood) film industries revenues represent 36%.[22] The South Indian film industry encompasses five film cultures: Tamil, Telugu, Malayalam, Kannada and Tulu. Indeed popular Indian cinema in Hindi constitutes a particularly interesting area of study as much because of its history as because of its key role in the creation of the national identity and its place in the collective imagination. Directors, producers, distributors, financiers, officials in the Central Board of Film Certification (Censor Board) all seek to ensure the projection of lucrative, aesthetically pleasant and acceptable contents. This results in a prescriptive and normative body of works that have, over the years, reflected and mostly shaped ideas of national identity, gendered b... During the 1960s, with the 1962 war with China and the 1965 war with Pakistan, films adopted a more belligerent and chauvinistic tone.