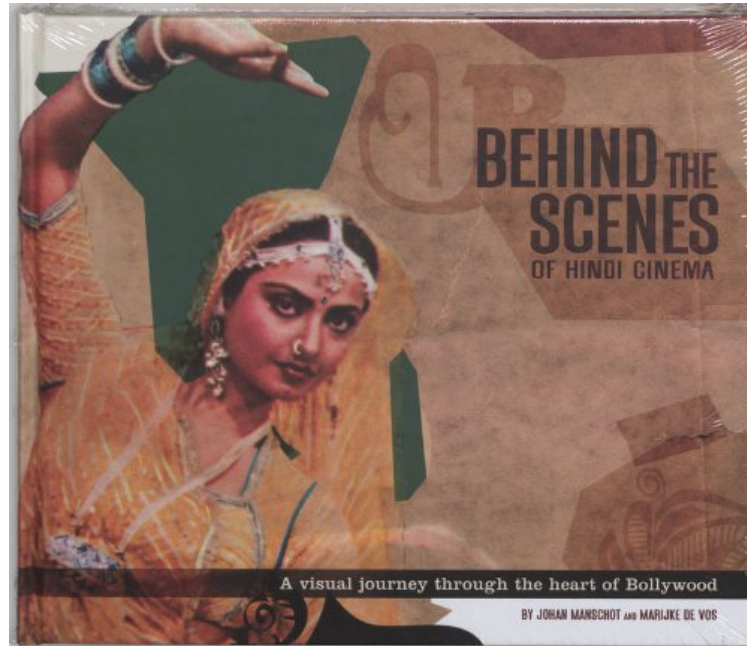


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Behind the Scenes of Hindi Cinema: A Visual Journey through the Heart of Bollywood

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From Brand: KIT Publishers : Behind the Scenes of Hindi Cinema: A Visual Journey through the Heart of Bollywood before purchasing it in order to gauge whether or not it would be worth my time, and all praised Behind the Scenes of Hindi Cinema: A Visual Journey through the Heart of Bollywood:

9 of 9 people found the following review helpful. the lively, colorful world of Bollywood By Henry Berry The heavily-illustrated work imparts the carnivalesque style of the now globally popular Bollywood films of India--the exotic, often extravagant, costumes, the promotional stunts, the common themes such as traditional morality and romance and marriage, the blaring music, the theater and constant motion and sense of anticipation and surprise. In the foreword, Amitabh Bachchan explains the Bollywood films are "inspired by epic and folk theatre." In the early days of the films, movie moguls would send messengers with drums to announce a film's opening; like Indian royalty in ages past would have bells and drums sounded to call the public for an announcement. The often collage-like visual material is so vivid and jumpy that it can override the text. But for ones looking for material on the making and promotion of Bollywood films, social and religious subjects reflected in them, their distribution in the global entertainment system, and the marginal, yet influential Tamil cinema, it's found in substantive chapters by different writers knowledgeable in these areas. A timely, unique work on the Bollywood films whose mixed, yet focused content mirrors the mixed elements and vitality of such films. 3 of 4 people found the following review helpful. A Visual Journey without Much Substance By Donald E. Greenberg Beautiful pictures, arty design, but not much of substance in this book. Its really more of a pictorial history. This book gives very little insight into modern Hindi films. Living in India, and watching a number of Hindi films, I find they are a window into Indian mindset and worldview. And if you suspend your irony,

some moments of silly fun. Too bad this book doesn't unlock more of the secrets of Bollywood.

"Behind the Scenes of Hindi Cinema is an insightful journey into the complex worlds of fantasy and reality inhabited by creative artistes. India is a unique country that exists in multiple centuries simultaneously. This book unravels the various mysteries and contradictions embedded in our centuries-old tradition. () Using defined sections and relevant case studies, the authors analyse the emotional ingredients that form the essence of India and Indian cinema." (Excerpt from the Foreword by Amitabh Bachchan) Behind the Scenes of Hindi Cinema explores the inner world of Bombay film, the best known of Indias movie industries. Many aspects of Hindi cinema are brought to life on the pages of this richly illustrated book from its beginnings to the present day. The use of songs to advertise movies, the role of censorship, devotion to god and family: these subjects and many more are illuminated. It reveals the symbolism of the divine role models RadhaKrishna and RamSita at the heart of the main protagonists in many films, and the passion of the people working behind the scenes. It examines the changing face of the nations enemies, the marriage scene, lyricists and playback singers, and it sheds light on Tamil cinema, which rivals the Hindi film industry in output and popularity. The book concludes with an analysis of the mass appeal of Hindi film beyond Indias borders and the recent embrace of the much-hyped Bollywood phenomenon in the West.

"[I]t does offer a striking visual journey, and while the essays tend to take a backseat to the engaging graphic design, taken together they represent a helpful overview of the subject." "The heavily-illustrated work imparts the carnivalesque style of the now globally popular Bollywood films of India--the exotic, often extravagant, costumes, the promotional stunts, the common themes such as traditional morality and romance and marriage, the blaring music, the theater and constant motion and sense of anticipation and surprise. In the foreword, Amitabh Bachchan explains the Bollywood films are "inspired by epic and folk theatre." In the early days of the films, movie moguls would send messengers with drums to announce a film's opening; like Indian royalty in ages past would have bells and drums sounded to call the public for an announcement. The often collage-like visual material is so vivid and jumpy that it can override the text. But for ones looking for material on the making and promotion of Bollywood films, social and religious subjects reflected in them, their distribution in the global entertainment system, and the marginal, yet influential Tamil cinema, it's found in substantive chapters by different writers knowledgeable in these areas. A timely, unique work on the Bollywood films whose mixed, yet focused content mirrors the mixed elements and vitality of such films." From the Publisher Behind the Scenes of Hindi Cinema explores the inner world of Bombay film, the best known of Indias movie industries. Many aspects of Hindi cinema are brought to life on the pages of this richly illustrated book from its beginnings to the present day. Many well known experts have written a contribution for this book. From the Author "Behind the Scenes of Hindi Cinema is an insightful journey into the complex worlds of fantasy and reality inhabited by creative artistes. India is a unique country that exists in multiple centuries simultaneously. This book unravels the various mysteries and contradictions embedded in our centuries-old tradition. () Using defined sections and relevant case studies, the authors analyse the emotional ingredients that form the essence of India and Indian cinema." (Excerpt from the Foreword by Amitabh Bachchan)