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The Dominance of Hollywood Cinematography in Bollywood: Cause, Effect and Cultural Implications

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Abstract
This research aims to unravel the dominance of Hollywood cinematography in Bollywood by exploring its historical and contemporary causes, analysing the specific cinematic elements borrowed from Hollywood, examining the impact on narrative structure and visual aesthetics, and exploring the cultural implications of this convergence. The study employs a thematic analysis approach to identify and analyse key themes, comparing Bollywood films before and after the influence of Hollywood cinematography and using a cultural analysis lens to examine the cultural implications. The research findings suggest that the dominance of Hollywood cinematography in Bollywood can be attributed to historical factors, such as the adoption of narrative techniques, genres, and cinematic styles from Hollywood films. Contemporary reasons include technological advancements, globalisation, changing audience expectations, the availability of advanced technology and Co-productions between Hollywood and Bollywood. This research provides insights into the complex dynamics between Hollywood and Bollywood and highlights the cultural implications of this convergence in global cinema. Despite Hollywood's influence, Bollywood retains its cultural identity by infusing Indian traditions, music, and dance.
Key Words: Cinematography, Cinematic Technique, Visual Aesthetics, Narrative Structure, Cultural convergence.

Introduction

The world of cinema has witnessed a remarkable transformation in recent decades, driven by globalisation and the increasing interconnectedness of cultures. As one of the largest and most vibrant film industries globally, Bollywood, the Indian film industry, has not remained untouched by these changes. With its distinct storytelling traditions, vibrant musical numbers, and cultural narratives, Bollywood has long captivated audiences within and beyond India's borders. However, a noticeable trend has emerged wherein Hollywood cinematography has gained dominance and influence within Bollywood films.

This research aims to delve into the causes, effects, and cultural implications of the rising prominence of Hollywood cinematography in Bollywood. This phenomenon raises intriguing questions about the evolving nature of Indian cinema, the blending of cultural

identities, and the impact on storytelling techniques and visual aesthetics. By unravelling the factors that contribute to this dominance and examining its effects on Bollywood films and Indian audiences, this study seeks to provide a comprehensive understanding of this complex interplay between two distinct cinematic worlds.

Understanding the causes behind the increasing prevalence of Hollywood cinematography in Bollywood is essential to contextualise the phenomenon. Globalisation, technological advancements, and the demand for international appeal have led to greater collaboration and exchange between the Indian and American film industries. This exchange has resulted in the adoption of Hollywood techniques, camera angles, lighting styles, and visual effects within Bollywood productions. Furthermore, the accessibility and popularity of Hollywood films among Indian audiences have created a familiarity and appreciation for Hollywood aesthetics, which has influenced the creative choices of Bollywood filmmakers. The effect of this dominance of Hollywood cinematography in Bollywood can be seen in several aspects of film production. Bollywood films have increasingly adopted Western narrative structures, pacing, and editing techniques, departing from the traditional Bollywood formula. This influence is also visible in visual aesthetics, with the use of sleeker cinematography, dynamic camera movements, and a greater emphasis on realistic portrayals. The infusion of Hollywood-inspired techniques has undoubtedly enhanced the technical quality of Bollywood films, allowing for a more polished and visually stunning cinematic experience.

However, the growing influence of Hollywood cinematography in Bollywood also raises concerns about preserving Indian cultural values and artistic individuality. As Bollywood aligns itself more closely with Hollywood aesthetics, there is a risk of diluting the unique identity and cultural heritage that has long been associated with Indian cinema. This study aims to explore these cultural implications, examining the extent to which Bollywood films maintain their authenticity and cultural resonance amidst the influx of Hollywood-inspired techniques.

The dominance of Hollywood cinematography in Bollywood represents a fascinating and multifaceted phenomenon that requires thorough investigation. By examining this trend's causes, effects, and cultural implications, this research endeavours to shed light on the evolving nature of Indian cinema and its place within the global film landscape. Through a comprehensive analysis of the factors driving this dominance and its impact on Bollywood films and Indian audiences, this study aims to contribute to understanding the dynamic

interplay between different cinematic traditions while raising important questions about the preservation of cultural identity and artistic integrity.

Cinematography

Cinematography is defined as the "art of making motion pictures," in other words art and craft of making motion pictures by capturing a story visually. However, technically, cinematography is the art and the science of recording light electronically onto an image sensor or chemically onto film. Taken from the Greek for "writing with movement," cinematography is the creation of images you see on screen (Kapsis, 2022).

Cinematography, the art of capturing moving images for visual storytelling, encompasses various dimensions and technical terms that contribute to the overall visual narrative of a film. One crucial aspect is shot composition, which involves arranging and framing elements within a shot to establish visual focus, mood, and meaning. Camera angles play a significant role in influencing perspective and emotional impact, with options such as high angle, low angle, eye level, and Dutch angle providing different visual perspectives (Malkiewicz & Mullen, 2009).

Another essential element is camera movement, which adds dynamism and emotional depth to a shot. Techniques like pans, tilts, tracking, and crane shots allow cinematographers to capture movement and create captivating visuals. Lighting is another critical dimension, where deliberate manipulation enhances mood, atmosphere, and visibility. Techniques like three-point lighting, natural lighting, and chiaroscuro contribute to the overall visual tone and symbolism. Colour palette selection is crucial in cinematography, as it evokes specific emotions and establishes visual coherence. Cinematographers utilise colour grading and correction techniques to achieve desired effects (Fielding, 2013). Depth of field, controlled by aperture settings, determines the range of sharp focus within a shot, influencing the audience's attention and sense of depth. Aspect ratios, such as widescreen or Academy ratio, affect the visual composition and viewer perception.
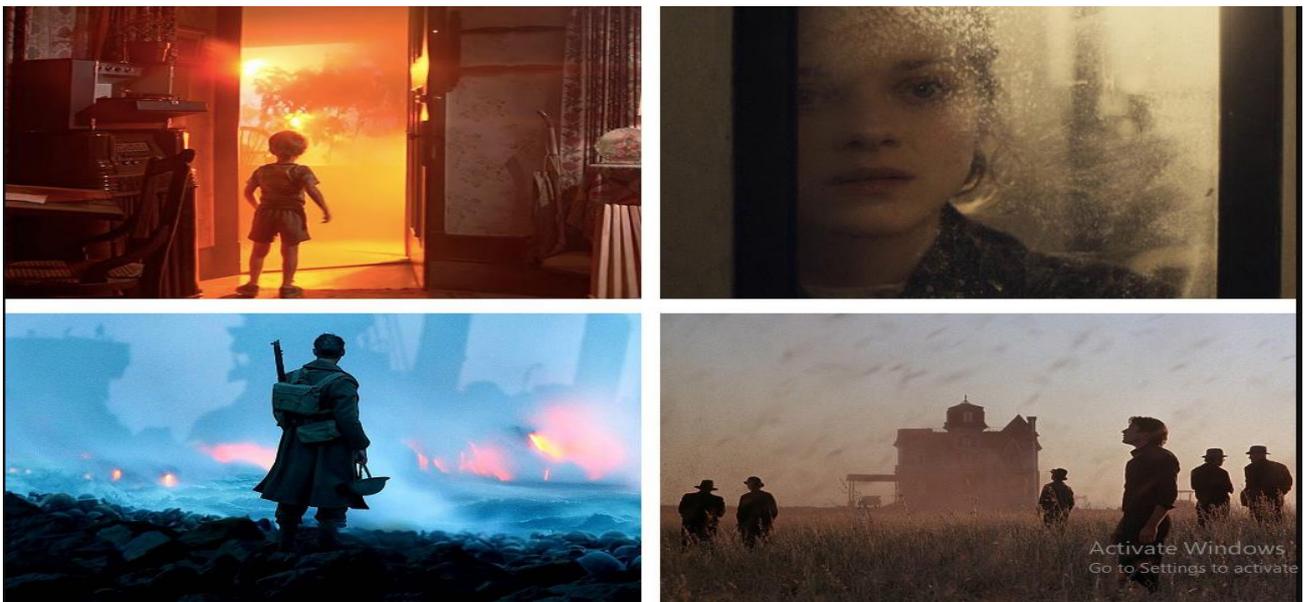
The choice of lenses is essential for achieving desired perspectives and visual effects. Wide-angle lenses capture expansive views, while telephoto lenses bring distant subjects closer and compress the image's depth. Technical camera settings, including aperture, shutter speed, ISO, impact exposure and visual quality, allow cinematographers to craft the desired aesthetic.

Camera movement is achieved through panning, where the camera turns horizontally, and tilting, where it turns vertically. Cross-cutting is an editing technique alternating between simultaneous events, creating tension or emphasising connections. Sound also plays a crucial role in cinematography. Diegetic sound is audible to both characters and the audience, while non-diegetic sound is only heard by the audience, often used for narration or the film's score. Various techniques, such as slow-motion, fast-motion, jump cuts, long takes, and montage, are employed by cinematographers to enhance storytelling and create visual interest. These techniques manipulate time, convey narrative intentions, and engage the audience.

It is a collaborative process, requiring close coordination with directors, production designers, and other film crew members. It plays a vital role in bringing the director's vision to life, shaping the visual language of the film, and evoking emotional responses from the audience. By skillfully employing the dimensions and technical terms of cinematography, cinematographers contribute significantly to a film's artistic and storytelling aspects.

Hollywood vs. Bollywood Style of Cinematography

The Hollywood style of cinematography refers to the techniques, aesthetics, and visual storytelling approaches commonly used in American cinema, particularly in Hollywood-produced films. It is characterised by technical precision, visual flair, and narrative techniques that aim to create a visually captivating and immersive cinematic experience. Hollywood films often have large budgets and access to advanced equipment, enabling filmmakers to achieve high production value through elaborate sets, detailed costumes, and state-of-the-art visual effects. Cinematic language uses various visual techniques to enhance storytelling, including camera movement, composition, lighting, and colour grading. It employs dynamic camera angles, smooth tracking shots, and precise framing to create visually striking and aesthetically pleasing scenes. Hollywood films often prioritise visual storytelling, utilising cinematography to convey emotions, establish mood, and enhance the narrative. This includes using visual symbolism, expressive lighting, and creative shot compositions to communicate ideas and evoke specific responses from the audience. They are known for their large-scale action sequences and spectacular visuals. It often employs fast-paced editing, intense camera movements, and special effects to create thrilling and visually impactful action sequences. Realism and immersion aim to create a sense of realism and immersion for the audience. It uses techniques like naturalistic lighting, seamless editing, and careful attention to detail to make the film world feel authentic and believable (Tyrrell, 2004).

While the Hollywood style has significantly influenced global cinema, including Bollywood, it is important to note that different film industries and cultures have unique approaches to cinematography. While elements of the Hollywood style may be incorporated, filmmakers often adapt and blend them with their own cultural and artistic sensibilities, resulting in a distinct cinematic identity for each industry. The Bollywood style of cinematography differs from the Hollywood style in several ways, reflecting the unique characteristics and cultural context of Indian cinema (Morcom, 2001). Here are some key differences:

Bollywood films often have a different narrative structure compared to Hollywood films. They typically include elements of melodrama, musical numbers, and a strong emphasis on romance and family dynamics. This influences the visual storytelling approach, as cinematography in Bollywood often supports the larger-than-life emotions and dramatic storytelling inherent in these films. One of the distinguishing features of Bollywood films is the inclusion of elaborate song and dance sequences. These sequences are integral to the storytelling and often serve as major film highlights. The cinematography

in Bollywood caters to these sequences with dynamic camera movements, vibrant colours, and wide-angle shots to capture the energy and exuberance of the performances (Blinn, 1988).

Bollywood films frequently draw inspiration from Indian cultural traditions, including costume design, set decorations, and visual motifs. The cinematography in Bollywood often reflects these cultural aesthetics, incorporating vibrant colours, intricate costumes, and opulent set designs to create a visually rich and culturally immersive experience. India has a diverse film industry with various regional cinemas, each having its distinct style and visual language. Bollywood, which represents the Hindi film industry based in Mumbai, has its unique cinematic style. However, regional cinemas in India may have different approaches to cinematography, reflecting their specific cultural influences and storytelling traditions.

While Bollywood has made significant advancements in production values and technical capabilities, it often operates with relatively smaller budgets than Hollywood. This can impact the scale and complexity of the cinematography, with Bollywood films sometimes adopting more practical and cost-effective approaches. It is important to note that these differences are not absolute, and there can be overlap and hybridisation between Hollywood and Bollywood cinematography styles. Filmmakers often adapt and incorporate elements from both styles to create a unique visual language that appeals to the diverse Indian audience while aiming for international recognition.

Aim and Objectives of this Research

This research aims to unravel the dominance of Hollywood cinematography in Bollywood by investigating its historical and contemporary reasons, analysing the specific cinematic elements borrowed from Hollywood, examining the impact on narrative structure and visual aesthetics, and exploring the cultural implications of this convergence. Based on these proposes the objectives of this research are:

1. Investigate the historical and contemporary reasons behind the dominance of Hollywood cinematography in Bollywood.
2. Analyse the specific cinematic elements and techniques borrowed from Hollywood and integrated into Bollywood films.
3. Examine the impact of Hollywood-inspired cinematography on the narrative structure, visual aesthetics, and technical aspects of Bollywood films.
4. Explore the cultural implications of this convergence, including preserving Indian cultural values and the potential loss of artistic individuality.

Methodology

This research will employ a thematic analysis approach to identify and analyse key themes. This involves historical and contemporary factors, specific cinematic elements, impact on narrative structure and visual aesthetics, and cultural implications. It will also deploy a comparative analysis of Bollywood films before and after the influence of Hollywood cinematography. This can involve analysing films' visual styles, narrative structures, and technical aspects from different periods to identify the changes and adaptations resulting from the convergence. At the same time, the cultural analysis lens examines the cultural implications of the dominance of Hollywood cinematography in Bollywood. This may involve exploring concepts of cultural authenticity, preservation of

Indian cultural values, and the potential loss of artistic individuality in the face of international influences.

Result

Historical and contemporary causes of the dominance

The dominance of Hollywood cinematography in Bollywood can be attributed to historical and contemporary reasons. Let us discuss these reasons in detail, along with several examples and technical aspects:

Historical Reasons:

The influence of Western cinema, particularly Hollywood, on Indian filmmakers dates back to the early 20th century. During the colonial era, Hollywood films gained popularity in India and impacted the budding Indian film industry (Mehta, 2020). The film "Alam Ara" (1931), considered the first Indian talkie film, drew inspiration from Hollywood's synchronised sound and narrative techniques. Here are some examples that illustrate the historical reasons behind the dominance of Hollywood cinematography in Bollywood.

"Mother India" (1957) drew inspiration from Hollywood's narrative and cinematic techniques, blending them with Indian storytelling traditions. The film incorporated elements of realism and social commentary, a departure from the more melodramatic style prevalent in Bollywood at the time. This marked a shift in Bollywood towards a more nuanced and socially relevant approach to storytelling.

"Sholay" (1975) was influenced by Hollywood Westerns, particularly the works of Sergio Leone. The film adopted the theme of a revenge-driven narrative, larger-than-life characters, and epic action sequences. The use of wide-angle shots, dramatic framing, and stylised gunfights showcased the influence of Hollywood's approach to the Western genre.

"Mr. India" (1987) incorporated elements of science fiction and superhero genres, inspired by Hollywood films like "Superman" (1978) and "E.T. the Extra-Terrestrial" (1982). The film introduced a sci-fi twist with the protagonist's invisibility powers, showcasing the influence of Hollywood's imaginative and fantastical storytelling.

"Dilwale Dulhania Le Jayenge" (1995) was influenced by Hollywood's romantic dramas, particularly the works of director John Hughes. The film adopted a modern and relatable approach to romance, exploring themes of love, identity, and cultural clashes. The narrative structure and character dynamics showcased the influence of Hollywood's coming-of-age romantic films.

"Lagaan: Once Upon a Time in India" (2001) drew inspiration from Hollywood sports dramas, showcasing the underdog story of villagers challenging colonial oppression through a cricket match. The film incorporated drama, sports action, and epic storytelling, reminiscent of Hollywood's treatment of sports narratives. "Bhaag Milkha Bhaag" drew inspiration from Hollywood sports biopics, exemplifying the cinematic treatment of the protagonist's journey from struggles to success.

These examples demonstrate how Hollywood's storytelling techniques, genres, and cinematic styles have influenced Bollywood. By adopting and adapting these influences, Bollywood films have evolved and embraced new narrative approaches, visual aesthetics, and thematic elements. This historical influence has played a significant role in shaping the dominance of Hollywood cinematography in Bollywood.

Technological Advancements:

Hollywood has been at the forefront of technological advancements in filmmaking. Access to cutting-edge technology and technical expertise has allowed Hollywood films to exhibit high production values and visual effects that captivate audiences worldwide. Films like "Avatar" (2009) showcased ground-breaking visual effects and 3D technology, pushing the boundaries of what could be achieved on the big screen. Advancements in technology have

made it easier for Bollywood filmmakers to access and employ Hollywood-style technical equipment, visual effects, and post-production techniques. This accessibility has contributed to the adoption of Hollywood-style cinematography in Bollywood. Films like "Krrish" (2006) utilised visual effects and CGI to create a superhero film with a scale and visual impact akin to Hollywood superhero blockbusters.

Hollywood films have achieved a global reach and enjoy wide distribution networks, making them easily accessible to international audiences. The success and popularity of Hollywood films have made them aspirational for filmmakers worldwide, including those in Bollywood. Hollywood blockbusters like the Marvel Cinematic Universe films and the "Fast and Furious" franchise have gained immense popularity and significantly influenced Bollywood's approach to action and visual effects (Ablan, 2002). The world's increasing interconnectedness has led to cultural exchange and globalisation, resulting in a blending of cinematic styles and influences. Bollywood filmmakers have embraced Hollywood techniques to appeal to a broader international audience. Films like "Dhoom 3" (2013) borrowed Hollywood-style action choreography and incorporated advanced stunts and precise choreography to cater to global action movie trends.

With the growth of the Indian film industry, Bollywood has witnessed a rise in production budgets. This has allowed filmmakers to invest in advanced technology and visual effects like those in Hollywood productions. Films like "Baahubali: The Beginning" (2015) and "Baahubali: The Conclusion" (2017) utilised state-of-the-art visual effects, massive sets, and large-scale action sequences, rivalling the production values of Hollywood films. The evolving tastes and preferences of the audience have played a role in the adoption of Hollywood-style cinematography in Bollywood. As audiences are exposed to international cinema, their expectations have expanded, leading Bollywood filmmakers to incorporate Hollywood-inspired elements to meet those expectations. Films like "Kabhi Alvida Naa Kehna" (2006) showcased a more nuanced portrayal of complex relationships, drawing inspiration from the realistic and psychologically driven narratives often seen in Hollywood films.

The dominance of Hollywood cinematography in Bollywood can be attributed to historical influences, technological advancements, globalisation, changing audience expectations, and the availability of advanced technology. Examples like "Avatar," "Baahubali," "Dhoom 3," and "Krrish" demonstrate the adoption of Hollywood-inspired technicalities, such as visual effects, action choreography, and high production values, in Bollywood films. These factors have contributed to the convergence of Hollywood and Bollywood cinematography, creating a fusion of styles and techniques that cater to a global audience.

These examples illustrate the influence of Hollywood cinematography in Bollywood, with films borrowing elements such as visual effects, action choreography, narrative structures, and thematic inspirations. By incorporating these elements, Bollywood films strive to meet the expectations of a global audience and deliver a cinematic experience that is on par with international standards.

Cinematic Elements Borrowed from Hollywood: Thematic Analysis

Analysing the specific cinematic elements and techniques borrowed from Hollywood and integrated into Bollywood films involves examining how Bollywood has incorporated and adapted elements of Hollywood cinematography. Here are some key elements and techniques that have been observed in Bollywood films:

Visual Aesthetics:

Hollywood cinematography often prioritises visual grandeur and technical precision. It showcases sophisticated camera movements, precise framing, and a focus on visual

spectacle. High-quality equipment and advanced visual effects contribute to a polished and visually stunning cinematic experience (Fielding, 2013). In movies like "The Great Gatsby" (2013), the cinematography showcases opulent set designs, stunning costumes, and intricate details that capture the visual grandeur of the 1920s era. Wide shots, tracking shots, and seamless camera movements contribute to the visually extravagant experience.

Bollywood has embraced visual effects to enhance the cinematic experience, taking inspiration from Hollywood. From the seamless integration of CGI to the creation of larger-than-life action sequences, visual effects have become a common feature in Bollywood films. For example, films like "Krrish" (2006) and "Baahubali" (2015-2017) showcase extensive use of visual effects to create stunning visuals and elevate the scale of their storytelling. "Bajirao Mastani" (2015) incorporates visual effects to enhance the grandeur of its historical setting. The film showcases elaborate battle sequences, palace interiors, and opulent sets enhanced by visual effects. The seamless integration of CGI elements, such as large-scale crowd simulations and realistic environments, creates a visually immersive experience. "Ra.One" (2011) borrowed elements from Hollywood superhero films, incorporating advanced visual effects and CGI to create a larger-than-life spectacle. The film utilised motion capture technology and realistic character animation, inspired by Hollywood's approach to superhero films.

Bollywood films prioritise creating a visually rich and immersive experience that reflects the exuberance and emotions of Indian culture. In the film "Devdas" (2002), the cinematography embraces vibrant colours, elaborate dance sequences, and richly decorated sets. The use of dynamic camera movements and close-ups during the song sequences creates a visually immersive experience that reflects the exuberance and emotions of Indian culture. In the romantic drama "Jab Tak Hai Jaan" (2012), the cinematography showcases picturesque locations, including the scenic landscapes of Ladakh and the streets of London. Wide shots and aerial cinematography capture the beauty and grandeur of the settings, enhancing the film's romantic atmosphere. In the film "Dangal" (2016), the cinematography effectively captures the intensity and physicality of wrestling through close-ups and handheld camera movements. Using low-angle shots during the wrestling matches adds a dynamic and immersive quality to the action on screen.

However, in Hollywood movies like "Avatar" (2009), the cinematography presents stunning visual landscapes, immersive CGI effects, and larger-than-life action sequences, creating a spectacle that captivates the audience. Similarly, "Bahubali: The Conclusion" (2017) showcases grandiose sets, elaborate costumes, and epic battle sequences that create a visual spectacle similar to Hollywood productions.

Figure 1: Visual effects in Hollywood movies

In "Avengers: Endgame" (2019), the cinematography presents grand-scale action sequences, visually stunning visual effects, and epic battles that captivate the audience with its spectacle. Films like "Padmaavat" (2018) showcase opulent sets, elaborate costumes, and visually striking dance sequences, creating a similar sense of visual grandeur.

Action Choreography:

Bollywood has adopted and adapted Hollywood-style action choreography, incorporating dynamic fight sequences and intense stunts. The influence of Hollywood's emphasis on precise choreography and advanced stunt work can be seen in films like the "Dhoom" series (2004-2013) and "War" (2019), which feature high-octane action sequences reminiscent of Hollywood action films. "Bang Bang" (2014) drew inspiration from Hollywood action films like "Knight and Day" (2010). The film featured thrilling stunts, and slick cinematography, resembling the fast-paced action and visual style commonly seen in Hollywood productions. Similarly, "Kick" (2014) embraced the concept of a vigilante anti-hero, similar to characters in Hollywood films like "The Dark Knight" (2008). The film incorporated stylised action choreography, intense chase sequences, and dynamic camera work to create an adrenaline-fueled cinematic experience (Gopalan, 2019).

Figure 2: Hitch's office desk scene in Partner

Films like the "John Wick" series (2014-2019) incorporate intense and meticulously choreographed action sequences, utilising techniques like practical stunts, dynamic camera movements, and precise editing to create thrilling moments. Action-packed movies like"Dhoom" (2004), "Dhoom 3" (2013) and "War" (2019) showcase high-octane chase sequences, intricate fight choreography, and dynamic camera work, reflecting a similar emphasis on thrilling action sequences (Jess-Cooke, 2009). Films like the "Mission: Impossible" franchise incorporate intense and meticulously choreographed action sequences, utilising techniques like practical stunts, dynamic camera movements, and precise editing to create exhilarating moments. Action-packed movies also showcase high-octane chase sequences, intricate fight choreography, and dynamic camera work, emphasising thrilling action sequences similarly.

Cinematic Techniques:

Hollywood cinematography benefits from high production budgets and advanced technological resources. It utilises sophisticated lighting techniques, extensive post-production processes, and cutting-edge visual effects to create a polished and technically impressive visual experience(Blinn, 1988). In the sci-fi film "Blade Runner 2049" (2017), the cinematography employs advanced lighting techniques, such as neon lighting and dramatic contrast, to create a futuristic and visually immersive world. The use of CGI and the seamless integration of visual effects contribute to the film's technical prowess. In the sci-fi thriller "Inception" (2010), the cinematography plays with the perception of gravity and reality through visually striking and mind-bending sequences. Using rotating sets, camera movements, and clever editing techniques creates a disorienting and immersive experience for the audience. In the superhero film "Black Panther" (2018), the cinematography combines practical and digital effects to bring the technologically advanced world of Wakanda to life. The seamless integration of CGI, enhanced by creative camera movements, contributes to the film's visual spectacle. In the action film "Mad Max: Fury Road" (2015), the cinematography employs high-speed camera rigs and innovative camera placements to capture the thrilling and chaotic chase sequences. Using practical

effects and stunt work, combined with dynamic camera movements, creates a visually exhilarating experience.

While making advancements in recent years, Bollywood cinematography often operates with more limited budgets. Filmmakers rely on creative lighting setups, practical effects, and resourceful techniques to achieve visually striking scenes. Despite budget constraints, Bollywood cinematography is known for its ingenuity and ability to create visually captivating moments. In movies like "Robot" (2010), advanced visual effects and CGI techniques are utilised to bring a high level of technical sophistication to the screen, showcasing the technological advancements in Bollywood. In the film "Bajirao Mastani" (2015), the cinematography showcases grand battle sequences with practical effects, including carefully choreographed stunts and intricate set designs. Films like "Gravity" (2013) push the boundaries of cinematography with innovative technology, such as creating simulated zero-gravity environments through complex camera rigging and visual effects.

Bollywood has drawn inspiration from Hollywood's cinematic techniques, such as handheld camera movements, steady tracking shots, and aerial shots, to create visually engaging sequences. These techniques add energy and enhance the visual storytelling in Bollywood films. For instance, films like "Dil Chahta Hai" (2001) and "Gully Boy" (2019) utilise handheld camera movements to provide an immersive and realistic feel to their narratives. Handheld cameras add a raw and realistic feel to the film, while dynamic tracking shots and close-ups create a sense of intimacy and energy during the rap performances.

Stylistic Choices:

Bollywood has incorporated stylistic choices from Hollywood, such as lighting techniques, colour grading, and framing techniques. The use of different lighting setups to create moods and atmospheres, dramatic colour grading and creative framing techniques can be observed in films like "Devdas" (2002) and "Black" (2005). Similarly "Barfi (2012)" incorporates stylistic choices inspired by Hollywood films, particularly in its cinematography and colour grading. The film utilises soft lighting, warm tones, and a muted colour palette to evoke a nostalgic and dreamlike atmosphere. These stylistic choices contribute to the film's whimsical and fairy-tale-like aesthetic (Morcom, 2001).

Narrative Structure:

Bollywood has experimented with Hollywood-inspired narrative structures, moving away from traditional linear storytelling. Non-linear narratives, flashbacks, parallel storylines, and multi-layered plots have become more prevalent in Bollywood films, influenced by

Hollywood storytelling techniques (Berny, 2020). Films like "Kahaani" (2012) and "Andhadhun" (2018) demonstrate this narrative experimentation influenced by Hollywood. "Jab Harry Met Sejal" (2017) adopts a non-linear narrative structure influenced by Hollywood storytelling techniques. The film utilises flashbacks, parallel narratives, and episodic storytelling to explore the evolving relationship between the main characters. The use of editing techniques, such as cross-cutting and montage sequences, helps convey the characters' emotional journey. "Fan" (2016) drew inspiration from Hollywood psychological thrillers, exploring the obsessive relationship between fans and celebrities. The film incorporated suspense, psychological tension, and atmospheric cinematography to create a gritty and intense narrative.

Hollywood cinematography supports the narrative using techniques like shot-reverse-shot, cross-cutting, and smooth camera movements. It emphasises continuity and clarity in storytelling, often employing traditional three-act structures and linear narratives(Wheeler, 2012). In the film "Gone Girl" (2014), the cinematography employs shot-reverse-shot techniques during intense dialogue exchanges to emphasise character interactions and build tension. Steady tracking shots and handheld camera movements add a sense of realism to the narrative. In the film "Birdman" (2014), the cinematography creates the illusion of a continuous single take through long tracking shots and hidden cuts. This technical feat adds intensity and immersion to the narrative, enhancing the film's unique storytelling approach.

Bollywood cinematography, influenced by Indian storytelling traditions, employs a mix of narrative techniques. It blends linear and non-linear storytelling, often incorporating flashbacks, dream sequences, and parallel narratives. Using montage sequences and extended musical numbers is common in Bollywood films to advance the plot and evoke emotions. The cinematography blends narrative techniques to convey multiple storylines in the film "Zindagi Na Milegi Dobara" (2011). Flashbacks and parallel narratives explore the complexities of friendship and personal growth. The incorporation of montages and music sequences enhances the emotional impact of the storytelling.

Figure 3: Bollywood vs Hollywood Love Stories

In "Parasite" (2019), the cinematography employs creative framing, meticulous compositions, and lighting techniques to enhance the storytelling, capturing the social dynamics and class divide with visual finesse. Films like "Andhadhun" (2018) utilise visual storytelling techniques such as suspenseful framing, strategic use of colours, and atmospheric lighting to create a thrilling and immersive cinematic experience. Films like

"Citizen Kane" (1941) employ innovative cinematography techniques, such as deep focus and creative camera angles, to enhance the storytelling and provide unique perspectives. Movies like "Devdas" (2002) and "Mughal-e-Azam" (1960) utilise visually rich and expressive cinematography, incorporating symbolism, colour palettes, and lighting to convey emotions and enhance the narrative.

These recent examples showcase the shared elements and similarities between Hollywood and Bollywood cinematography in terms of visual grandeur, technological advancements, emphasis on action sequences, music and dance integration, and visual storytelling techniques. While they represent different film industries, Hollywood and Bollywood strive to create visually captivating and immersive experiences for the audience.

Integration of Musical Numbers and Dance

While songs and dances have always been integral to Bollywood, recent years have seen an infusion of Hollywood-inspired choreography and music production techniques. Films like "Dil Se" (1998) and "Jab Tak Hai Jaan" (2012) incorporate contemporary dance styles, slick editing, and modern music production techniques, reflecting the influence of Western music and dance trends. Films like "Ae Dil Hai Mushkil" (2016) feature song and dance sequences that incorporate contemporary dance styles and modern music production techniques. The choreography combines Western dance forms with traditional Indian dance elements, showcasing the influence of Western music and dance trends. Dynamic camera movements, slick editing, and visually appealing set designs enhance the musical numbers' overall impact.

Cultural Context:

Hollywood cinematography often reflects the cultural context of Western societies. It tends to prioritise individualism, realism, and subtle nuances in storytelling. The visual style is shaped by Western ideals and aesthetics, focusing on character development, psychological depth, and exploring complex societal themes. In the movie "The Social Network" (2010), the cinematography captures the fast-paced and competitive nature of the tech industry in Silicon Valley. The use of sleek and modern visuals reflects the cultural context of a technologically advanced society.
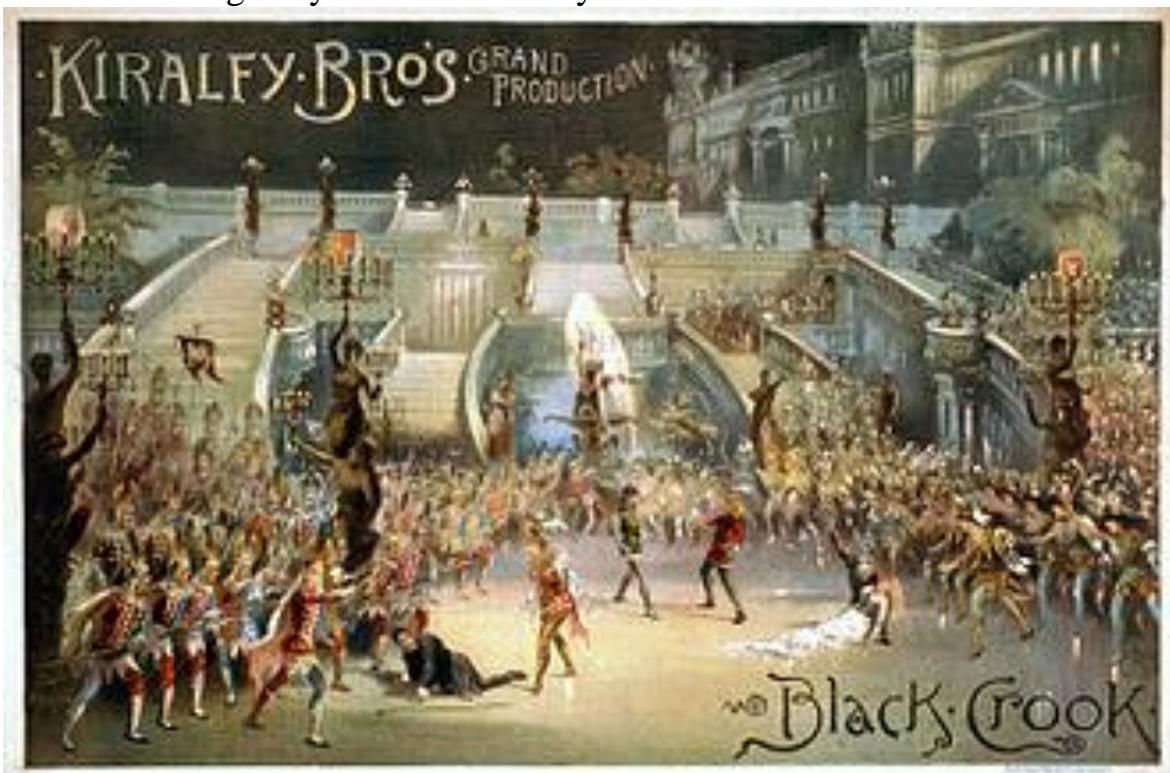

Figure 4: A Music and Dance set from Hollywood

These examples emphasise the shared elements between Hollywood and Bollywood cinematography, reinforcing the influence and dominance of Hollywood style in Bollywood. While both industries have distinct characteristics, they often converge in terms of visual aesthetics, narrative techniques, cultural influences, technical advancements, and the integration of musical elements. The term "dominance" in Hollywood style refers to Hollywood cinematography's significant influence and prevalence in Bollywood films. Hollywood-style cinematography has substantially impacted the visual aesthetics, narrative techniques, and technical aspects of Bollywood filmmaking. While Bollywood has its unique identity and cultural context, the dominance of the Hollywood style indicates that Hollywood cinematography has played a prominent role in shaping the filmmaking practices and visual language of Bollywood.

Bollywood cinematography is deeply rooted in Indian cultural context and values. It showcases larger-than-life emotions, family dynamics, and celebrating love and romance. The visual style incorporates traditional Indian art forms, costumes, and cultural motifs, strongly connecting to Indian traditions and values. In the film "Lagaan: Once Upon a Time in India" (2001), the cinematography showcases India's rural landscapes and cultural traditions during the colonial era. The use of earthy tones, wide-angle shots, and traditional costumes captures the essence of Indian village life and the struggle against British rule. In the historical drama "Padmaavat" (2018), the cinematography showcases intricate and elaborate set designs that recreate the opulence of the Rajput era. The use of carefully controlled lighting and rich colour palettes adds a sense of grandeur to the film, enhancing its visual appeal.

Discussion and conclusion

The dominance of Hollywood cinematography in Bollywood can be attributed to historical and contemporary factors. Historically, Hollywood's influence on Bollywood can be seen through the adoption of narrative techniques, genres, and cinematic styles. Films like "Mother India," "Sholay," "Mr India," "Dilwale Dulhania Le Jayenge," and "Lagaan" exemplify the incorporation of Hollywood-inspired storytelling, visual aesthetics, and thematic elements in Bollywood.

Contemporary reasons for the dominance of Hollywood cinematography in Bollywood include technological advancements, globalisation, changing audience expectations, and the availability of advanced technology. Hollywood's advancements in visual effects, high production values, and cutting-edge technology have significantly impacted Bollywood. Films like "Krrish," "Baahubali," "Dhoom 3," and "Kabhi Alvida Naa Kehna" demonstrate the adoption of Hollywood-inspired technicalities such as visual effects, action choreography, and high production values.

The collaboration and co-production between Hollywood and Bollywood have further contributed to the dominance of Hollywood cinematography in Bollywood. Co-produced films like "Slumdog Millionaire" (2008) and "Life of Pi" (2012) showcased a blend of Hollywood and Bollywood aesthetics, resulting in critical acclaim and commercial success. Such collaborations have facilitated the exchange of technical expertise, resources, and storytelling techniques, leading to the integration of Hollywood-inspired cinematography in Bollywood films. Hollywood's influence extends beyond the films themselves to the training and education of filmmakers. Many Indian filmmakers have studied at renowned film schools in the United States and have been exposed to Hollywood's cinematic techniques and storytelling methods. Armed with the knowledge and skills acquired from their training, these filmmakers have brought Hollywood-inspired cinematography to Bollywood, further perpetuating its dominance.

The globalisation of cinema has also played a role in the convergence of Hollywood and Bollywood cinematography. Hollywood films' global reach and wide distribution networks have made them aspirational for filmmakers worldwide, including those in Bollywood. The success and popularity of Hollywood blockbusters have influenced Bollywood's approach to action, visual effects, and storytelling, as seen in films like "Dhoom 3" and the "Fast and Furious" franchise. The changing audience expectations and the growth of the Indian film industry have prompted Bollywood filmmakers to incorporate Hollywood-inspired elements to meet international standards. This includes adopting Hollywood's visual aesthetics, stylistic choices, and narrative structures to appeal to a global audience. Hollywood films benefit from robust marketing and distribution networks, enabling them to reach a wide global audience. The influence of Hollywood marketing strategies and distribution models has seeped into Bollywood, with filmmakers adopting similar promotional tactics and expanding their film's reach to international markets. This further reinforces the dominance of Hollywood-style cinematography in Bollywood.

It is important to note that while Hollywood cinematography has significantly influenced Bollywood, Indian cinema continues to evolve and develop its unique cinematic language. Bollywood filmmakers have also successfully created films that reflect Indian culture, social issues, and narratives that resonate with local audiences. The convergence of Hollywood and Bollywood cinematography has resulted in a dynamic blend of styles and techniques, enriching the Indian film industry and appealing to a global audience. Despite the dominance of Hollywood cinematography, Bollywood retains its unique cultural identity and context. Bollywood films infuse Indian cultural traditions, music, dance, and storytelling into their narratives, creating a distinct flavour differentiating them from Hollywood productions.

Hollywood cinematography's dominance in Bollywood results from historical influence and the adoption of Hollywood-inspired techniques and styles. The convergence of Hollywood and Bollywood cinematography has led to a fusion of visual aesthetics, technical advancements, and storytelling approaches that cater to a global audience while retaining the cultural essence of Indian cinema.

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