

**BAFTSS Euro-Bollywood Special Interest Group**  
**Report on Activities (2016- 2018)**

Since its inception the Euro-Bollywood SIG presently includes 28 members.

Activities of the SIG:

22<sup>nd</sup> April: 2017 Conference panel at BAFTSS conference

At the 5<sup>th</sup> BAFTSS conference in Bristol the SIG presented a panel entitled ‘The Euro-Bollywood Roundtable – Discussion and Ways Forward’ which discussed Bollywood in Europe and Europe in Bollywood, and set up the terms of the SIG and future meetings. The panel consisted of four presentations. Rajinder Dudrah elaborated on the term Euro-Bollywood for the purposes of the SIG, charting it from its inception in Vienna in 2010 to its possible future uses. Bernhard Fuchs discussed the representation of Europe in Bollywood and of Bollywood in Europe in terms of Occidentalism and the construction of alterity. Györgyi Vajdovich outlined variants of reception histories of Bollywood cinema in different European countries.

Members decided to set up a website to facilitate their Euro-Bollywood research and to create some channel of communication with interested academics, students and the wider public.

24<sup>th</sup> November 2017 Euro-Bollywood SIG workshop

The SIG had a one day workshop at De Monfort University in Leicester entitled ‘Deconstructing the Complexity’ which aimed to discover further possible areas of research, and to involve the PhD students who were present in future workshop activities. The workshop started with Rajinder Dudrah’s overview of the state of Euro-Bollywood research. Györgyi Vajdovich presented on the activities of the National Film Development Corporation of India and the European co-operations and co-productions encouraged by the company. Bernhard Fuchs discussed the various Euro-Bollywood activities present in the Austrian film industry and film market. Monia Acciari introduced a new ‘data visualisation’ method which would aim to map the presence of Bollywood in different countries of Europe.

The SIG members discussed the first draft of the Euro-Bollywood website and suggested possible alterations and amendments. Discussing the possibilities for externally funded research, the SIG members decided to submit an application to the AHRC-funded Creative Multilingualism project with a sub-project entitled ‘Multilingual Euro-Bollywood’ with Monia Acciari as principal investigator.

For more details see the BAFTSS Funding Report on the SIG homepage.

From July 2018 Multi-lingual Euro-Bollywood Research project

This AHRC grant application was successful, and the one year Multilingual Euro-Bollywood project was launched in July 2018. The project aims to map the nuances of cultural transfer from Bollywood to Europe and Europe to Bollywood via creative multilingualism, with specific focus on subtitling and dubbing practices. It intends to shed light on the linguistic dimensions of Euro-Bollywood and address in detail: narratives about multilingualism, the social practices of creating and understanding transnational-Hindi language, and investigate foreignness via mimicry with attention to acoustic and phonetic stereotyping by investigating an accent or multiple accents.

11th July 2018 Euro-Bollywood SIG Workshop

SIG members organised a one day workshop at Birmingham City University with a recap on ongoing and planned future activities. The workshop started with an update of members' activities by Rajinder Dudrah, followed by a survey of links and networks with partners from around the world. Works in progress papers were presented by various members of the group. Monia Acciari illustrated the progress of her data visualisation project, and Bernhard Fuchs discussed the representational regimes in Hindi films through the concept of Occidentalism. Neelam Wright introduced her research project on the operation of censorship regulating the release of Bollywood films in the UK, and Rajinder Dudrah presented a case study of the film *Jab Harry Met Sejal* (2017).

The first version of the Euro-Bollywood website was presented and necessary contributions and edits needed from the SIG members was discussed.

Finally members of the Multilingual Euro-Bollywood research project had a meeting to set an agenda for the realisation of the project and discussed a plan of action for the coming year.

#### 13-14<sup>th</sup> December 2018: International colloquium of Multilingual Euro-Bollywood.

An International Colloquium entitled 'The Dubbing and Subtitling of Bollywood Films' was organised at De Montfort University Leicester as the first event of the Multilingual Euro-Bollywood research project. The colloquium sought to explore the effect of translation practices within the cinematic world of Bollywood cinema, specifically across Europe, and brought together scholars from different European countries including the UK, France, Italy, Spain, Austria, Hungary, and colleagues from the US and India. The colloquium proved to be fruitful as it revealed the problems of subtitling and dubbing creates interest among professionals, and opens up the possibility for interdisciplinary research projects, involving linguists, language teachers, professional translators, film and media scholars and film industry participants. Members of the Multilingual Euro-Bollywood project also held a meeting to plan the upcoming events in Budapest (March 2019), Vienna (May 2019), and Rome (June 2019).

SIG Co-Convenors: Rajinder Dudrah (Birmingham, UK), Gyorgyi Vajdovich (Budapest, Hungary), Bernhard Fuchs (Vienna, Austria) and Monia Acciari (Leicester, UK).