

§ 1. 'Hollywood' is a household name. This small district is the centre of the American film industry and the source of over 2.6 billion yearly cinema ticket sales. Most of the films we watch come straight out of Hollywood. But have you ever heard of 'Bollywood'? It is the name given to the Hindi language film industry based in Mumbai, India. Contrary to popular belief, it far outperforms Hollywood. Last year alone, over 1000 films were produced and 4 billion cinema tickets were sold, showing that Indian cinema is far more powerful than people think.

§ 2. Many likely Bollywood fans are often concerned that they will not be able to understand the language used in the films. But there is no need to worry. Although the scripts have historically been written in Hindi, more and more films use the English language, showing India's respect for the languages that make up its culture. You will also find that most films come with English language subtitles.

§ 3. So what do you get out of a Bollywood film? It is difficult to define a film as belonging to a certain category, because there is no such thing as a typical Bollywood film. The plots can focus on the drama of a love triangle, but they can also be packed with laugh-out-loud comedy or **edge-of-your-seat** action. The only guarantee is that a Bollywood film won't end without several catchy song and dance routines.

§ 4. Many Bollywood films are over three hours long. Some people might think that this is too long, but there is a good explanation. The film companies say the aim is to give you, the audience, your 'money's worth'. If you are going to spend good money on a ticket, the film should be really exciting.

§ 5. There is no shortage of aspiring young actors and actresses hoping to get a role in the next blockbuster. Big shot movie producers and casting agents are always looking out for new talent. India has its own Brad Pitts and Angelina Jolies — spectacular actors who ensure you have a truly enjoyable viewing experience!

§ 6. Shilpa Shetty is the perfect example of a Bollywood megastar. A picture of beauty and raw acting talent, she has achieved success beyond the borders of India, most notably in the UK following her appearance on the 'Celebrity Big Brother' TV series. Since then she has **turned down** roles in several British TV shows. Instead, she has returned to Mumbai and continues to shoot films in the land that made her a star.

§ 7. Once you get into Bollywood, you'll never want to stop watching.

Определите значение указанного слова в тексте.

turned down (§ 6)

- 1) rejected      2) changed      3) produced