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Bollywood is a popular culture, that, just like ~~its~~ the name within its category states, is very popular.

'Bollywood', got its name from Mumbai, the current Bombay, in India, where it was originally found, and also from Hollywood, having put them together, is what gave us the very popular culture of 'Bollywood'.

Bollywood is the given name, or title for the film industry in India, though not all Indian movies make it to Bollywood.

If it wasn't for the role of media, Bollywood, would still not have been known globally, all across the world. It is not only Indians who consume Bollywood, but almost half of the amount of Indian consumers, are people from all around the world, who are not Indian.

By having Bollywood actors~~and~~/actresses starring in non-Indian movies, or ads for non-Indian products, the whole world became familiar with Bollywood. Having seen big Indian stars, as faces of big and known brands all around the world, gives non-~~B~~ Bollywood consumers to also experience this popular culture.

Before technology had improved so much, consuming Bollywood, wasn't an easy thing to do. There were only a few ways to get access to the popular culture, if you weren't Indian, and that was basically to buy the DVD's from Indian stores, or have to borrow them from Indian friends.

But thank to technology and media, Bollywood is no longer hard to consume for non-Indians. There are now satellite channels that show Bollywood movies, internet sites that link you to movies and give you information about the popular culture.

In most Middle Eastern countries, Bollywood movies are advertised through the TV, giving the popular culture a wider range of audiences and consumers. By having seen Bollywood advertised on TV, the non-Indian consumers, become more familiar with actors and products that relate to the popular culture.

There are billboards in India, and also the close countries to India, displaying the famous faces of very well known Bollywood actors

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advertising for big brands that are known all over the world. For example: Pepsi and L'Oréal.

Bollywood seems to be growing and becoming more popular and known throughout the world, due to the influence of media.

If it weren't for all the ads we see all the time, or all the ways in which Bollywood is now accessible, the popular culture would still not have been recognized globally. Giving it a lot less ~~chance~~ chance to grow and be able to extend itself.

The role of media on Bollywood has had a positive effect on the popular culture, as now it is not only Indians and diaspora Indians who know of Bollywood and consume it. But also non-Indians who are familiar with the popular culture and enjoy consuming it.

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