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Analysing on the topic - Why Indian movies don't win Oscar

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ABSTRACT :

India has one of the largest and most diverse film industries in the world, producing hundreds of movies each year in many different languages. However, Indian films rarely win or get nominated for the Oscars. This paper explores the main reasons behind this, such as language and cultural differences, limited global promotion, and problems in the national selection process. It also looks at how other countries promote their films and what India can learn from them. The paper ends with suggestions for how Indian cinema can improve its chances of winning Oscars in the future.

Keywords - Indian cinema, Oscars, Academy Awards, international recognition, language barrier, cultural differences, film promotion, selection process, Bollywood, global cinema

1. Introduction

India is one of the largest film-producing countries in the world. The Indian film industry includes major centers like Bollywood (Hindi cinema), Tollywood (Telugu cinema), Kollywood (Tamil cinema), and many others. Each year, India produces more than 1,000 films in over 20 languages. Indian films are known for their colorful visuals, emotional storytelling, dance numbers, and strong cultural themes. Millions of people in India and across the world watch and enjoy these movies. However, when it comes to international recognition, especially at the Oscars — also known as the Academy Awards — Indian films have not had much success.

The Oscars are the most prestigious film awards in the world. Winning or even getting nominated for an Oscar brings global attention, respect, and opportunities for filmmakers. Countries like South Korea, Japan, Iran, and France have seen many of their films receive Oscar nominations and even win in various categories. In comparison, India has struggled. Only a few Indian films have ever been nominated for the Best International Feature Film category (Mother India in 1958, Salaam Bombay! in 1989, and Lagaan in 2002). Very few have won in other categories, and most of the time, Indian entries do not even make it to the shortlist.

This lack of recognition is surprising, especially when we consider how big and influential the Indian film industry is. So, why does India struggle at the Oscars? Is it because of the type of movies we make? Is it due to the language, or the cultural differences between India and the West? Or could it be because Indian films are not promoted well to international audiences?

This research paper tries to answer these questions. It looks at the major reasons why Indian films don't often win Oscars. It studies the language and cultural gap, the challenges of international promotion, problems in India's film selection process, and the strong competition from other countries. It also talks about recent changes that show some hope for the future — such as the international success of RRR, and the Oscar win for the documentary The Elephant Whisperers.

By understanding these issues, this paper hopes to give a clear picture of what India can do to improve its chances at the Oscars and get the global recognition that Indian cinema truly deserves.

Research Questions

- R1.What are the main factors that prevent Indian films from gaining recognition and success at the Oscars?
- R2.How do language, culture, and promotion influence the chances of Indian films winning international awards like the Oscars?

Methodology

This study adopts a qualitative research methodology to explore the reasons why Indian films struggle to gain recognition and success at the Academy Awards (Oscars), with a specific focus on the roles of language, culture, and promotional strategies. The methodology is structured around two central research questions:

What are the main factors that prevent Indian films from gaining recognition and success at the Oscars?

How do language, culture, and promotion influence the chances of Indian films winning international awards like the Oscars?

1. Research Design

A **descriptive and exploratory research design** is employed to analyze both the historical context and contemporary challenges faced by Indian cinema in the global film award landscape. This design enables the identification of patterns, barriers, and trends related to international recognition.

2. Data Collection Methods

a. Literature Review

A comprehensive review of secondary sources, including:

Academic journal articles on global cinema and cultural barriers
 Books on Indian cinema and the Oscars
 Reports from the Academy of Motion Picture Arts and Sciences (AMPAS)
 Industry trade publications (e.g., Variety, The Hollywood Reporter)
 Interviews and statements from filmmakers, critics, and Oscar voters

b. Case Studies

Selected case studies of Indian films that were submitted to or nominated for the Oscars (e.g., *Lagaan*, *Mother India*, *The Lunchbox*, *RRR*, *Gully Boy*), as well as successful international films from other countries, will be analyzed to:

Compare promotional strategies
 Examine the narrative and cultural presentation
 Assess language accessibility and reception

c. Expert Interviews (Optional / If Applicable)

In-depth, semi-structured interviews with:

Indian filmmakers and producers
 Film critics and journalists
 Members of Oscar campaign teams
 Film scholars specializing in transnational cinema

These interviews aim to gather insider perspectives on promotional hurdles, cultural misalignments, and industry biases.

3. Data Analysis

Thematic Analysis will be used to categorize and interpret recurring themes related to language, culture, and promotion.

Comparative Analysis will help contrast Indian films with foreign-language films that succeeded at the Oscars (e.g., *Parasite*, *Roma*).

4. Scope and Limitations

This study focuses primarily on Indian feature films submitted for the **Best International Feature Film** category and considers other Oscar categories (e.g., Best Documentary, Best Song) for broader context. Limitations include the availability of data from AMPAS and access to certain industry professionals for interviews.

Let me know if you'd like help writing the full paper or another section like the Literature Review or Results.

4o

You said:

Write methodology for Why India dont get to Oscars, Use these below questions as research questions What are the main factors that prevent Indian films from gaining recognition and success at the Oscars? How do language, culture, and promotion influence the chances of Indian films winning international awards like the Oscars?

ChatGPT said:

Certainly! Here's a refined **Methodology** section for your research topic titled:

"Why Indian Films Don't Get to the Oscars"**Research Questions:**

What are the main factors that prevent Indian films from gaining recognition and success at the Oscars?

How do language, culture, and promotion influence the chances of Indian films winning international awards like the Oscars?

This research adopts a **qualitative methodology** to investigate the barriers faced by Indian films in gaining recognition and success at the Academy Awards. The study specifically explores how language, cultural representation, and promotional strategies affect the international visibility and reception of Indian cinema.

1. Research Design

An **exploratory and interpretive research design** is used to understand the underlying causes of limited Oscar recognition for Indian films. This approach allows for an in-depth examination of non-quantifiable factors such as narrative choices, cultural translation, and marketing strategies.

2. Data Collection Methods**a. Literature Review**

A detailed review of secondary literature is conducted to establish a theoretical foundation. Sources include:

Academic journals on film studies and global cinema

Books and essays on Indian cinema's history and its international journey

Reports and guidelines from the Academy of Motion Picture Arts and Sciences (AMPAS)

News articles, industry reports, and interviews with Indian filmmakers and Oscar campaigners

b. Case Study Analysis

Several Indian films that have been submitted for Oscar consideration or gained international attention are selected as case studies. These may include:

Mother India (1957)

Lagaan (2001)

The Lunchbox (2013)

Gully Boy (2019)

RRR (2022)

Each film is analyzed in terms of:

Language use and subtitling quality

Cultural narratives and their global accessibility

Promotional efforts, including festival circuits, public relations, and Oscar campaigns

c. Comparative Analysis

Successful non-English international films (e.g., *Parasite*, *Roma*, *Drive My Car*) are also analyzed to identify key differences in strategies, storytelling, and reception. This provides context and benchmarks against which Indian films are evaluated.

d. Expert Interviews (if feasible)

Semi-structured interviews with:

Indian film directors, producers, and scriptwriters

Film critics and scholars

Members of international award selection committees or Oscar campaign consultants

These interviews aim to gain insider perspectives on why Indian films face challenges in the Oscar race and how the industry can address them.

3. Data Analysis

A **thematic analysis** is applied to identify common patterns and themes across the collected data. Key themes expected include:

Linguistic accessibility and translation issues
 Cultural relatability and narrative structures
 Strategic shortcomings in global promotion and campaigning

. Ethical Considerations

All secondary data is sourced from publicly available material. For primary data (e.g., interviews), ethical standards such as informed consent and participant confidentiality will be maintained.

5. Scope and Limitations

This study focuses on feature-length Indian films, primarily in the context of the **Best International Feature Film** category at the Oscars. It does not cover short films or documentaries in depth. Limitations include potential gaps in access to industry professionals for interviews and the subjective interpretation of qualitative data.

Analysis: Why Indian Films Don't Get to the Oscars

Research Question 1:

What are the main factors that prevent Indian films from gaining recognition and success at the Oscars?

Using data from literature, case studies, and comparative analysis, the following key factors emerge:

1. Language and Accessibility Barriers

Indian films are produced in multiple regional languages—Hindi, Tamil, Telugu, Malayalam, etc.—with varied dialects, idioms, and cultural nuances.

Subtitling Issues: Subtitles often fail to capture the emotional and contextual depth of dialogue. Western viewers may miss critical meanings or humor due to literal translations.

Limited Dubbing: Unlike Korean or Spanish films that are sometimes dubbed for broader audiences, Indian films rarely undergo high-quality dubbing for Oscar consideration.

Example:

The Lunchbox (2013) was universally acclaimed but not selected as India's official entry, losing a significant opportunity despite being internationally accessible in tone and content.

2. Cultural Specificity and Narrative Style

Many Indian films follow a format rooted in **local traditions**, including:

Song-and-dance sequences

Melodrama and extended runtimes

Mythological or religious references

These stylistic elements can seem excessive or unfamiliar to Western audiences and Oscar voters.

Comparative Example:

Parasite (2019) used universally relatable themes (class divide, family struggle) wrapped in a culturally Korean yet globally comprehensible structure. Indian films often lean heavily on local storytelling frameworks, making it harder to resonate globally.

3. Promotional and Strategic Weaknesses

The Oscars are not just about artistic merit; they require **aggressive and well-planned promotion**:

Screenings for voters and critics

Festival circuit visibility (e.g., Cannes, Venice, Toronto)

Oscar campaign consultants and PR firms

Indian films often lack the infrastructure and funding to run effective campaigns.

Case Example:

Lagaan (2001) was India's last film to make it to the final five nominations for Best Foreign Language Film. Its success was partially attributed to a calculated promotional push in Hollywood, including targeted screenings and media outreach.

In contrast, *Gully Boy* (2019) was India's official entry but failed to gain international traction due to weak campaigning despite domestic success.

Research Question 2:

How do language, culture, and promotion influence the chances of Indian films winning international awards like the Oscars?

Based on the thematic analysis, the following insights emerge:

1. Language

Barrier: Language can isolate the film from Oscar voters who may not be accustomed to reading subtitles or understanding non-Western speech rhythms.

Solution: High-quality translation, dubbing, and voiceovers—used strategically—can improve accessibility without diluting authenticity.

2. Culture

Barrier: Strong cultural elements like traditional values, music, religion, and melodrama can be difficult to decode for international audiences.

Opportunity: Films like *Slumdog Millionaire* (though British-produced) showed that with the right lens, Indian stories can appeal globally.

Solution: Focus on **universal themes** (e.g., poverty, love, conflict, ambition) while retaining cultural richness.

3. Promotion

Barrier: Lack of funding and planning for Oscar campaigns places Indian films at a disadvantage compared to entries from countries like South Korea, Mexico, and Iran, which invest heavily in promotions.

Solution: Indian production houses and the Film Federation of India should prioritize international networking, festival submissions, and hiring experienced campaigners.

Conclusion from the Analysis

While Indian cinema is one of the largest and most diverse in the world, its global recognition—especially at the Oscars—is hindered by:

Language barriers and poor subtitling
Culturally specific narratives that lack global resonance
Weak or non-existent Oscar campaign strategies

Films that address **universal themes**, use **strategic promotion**, and present **culturally rich yet globally accessible stories** are more likely to succeed. The successes of *Lagaan*, *RRR* (for Best Song), and *The Elephant Whisperers* (Best Documentary Short) highlight what is possible when artistic quality is matched with global strategy.

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