INTRODUCTION
The purpose of this study was to determine how cultural events on the UIUC campus impacted students’ interests in Indian cinema.

METHOD
Students in my MACS 207 Discussion interviewed other students from MACS 207 with the following questions:
- Have you heard of any Indian cultural events on campus? If so, have you ever attended these events?
- If you have not heard of these events, how could organizations on campus raise awareness and entice a bigger crowd for these events?
- What have you heard about Indian cinema, if anything?
- How has Bollywood Night affected your interest in Indian Cinema?
- How has Diwali Lighting of the Quad affected your interest in Indian Cinema?
- How has India Night affected your interest in Indian Cinema?
- Will you ever attend an event featuring Indian Cinema on campus? Why would you or would not attend?
- Have you ever attended a cinema related event? If so, what drew you to that event?
- Have you attended any other cinema related event on campus? If so, what attracted you to those events?
- Have you ever seen an Indian film? If so, does having that experience make you want to attend an Indian cinema related event more or less?
- What does the word “Bollywood” mean to you? What do you believe is the source which influenced this perception of the word “Bollywood”?
- Did you watch Indian movies before coming to college? If so, how often?
- Do you like the musical format of Indian Cinema i.e. the songs?
- What are your preconceptions pertaining to a Bollywood/Indian movie?

FINDINGS
Overall, most students taking MACS 207 had previous exposure to Indian film and some form of Indian culture. Events like India Night, Diwali on the Quad, Holi, and Raas Mania were heard of and even attended by most students in the class of Indian descent. However, students who are not Indian or unaware of Indian culture mostly did not attend these events.

Students who did attend these events said that these events had little to no effect on their interest in Indian cinema. This may have been due to the fact that most of these students were previously exposed to Indian cinema so it did not affect the amount they watched Bollywood films.

Lastly, in order to increase interest in Indian cinema, all students agreed that cultural organizations could enhance their outreach by creating more social media events and trying to expose people who aren’t Indian to these events and to Indian culture and cinema.

FOR FUTURE RESEARCH
For future research, I would recommend possibly interviewing a larger sample of students throughout the school rather than just in MACS 207, as there is a large number of students who attend cultural events but do not take this course.

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