

Learn Hindi-Urdu with Bollywood Movies



हिन्दी-उर्दु



Why Study Hindi-Urdu ?

Because Hindi-Urdu is the Gateway to India and Pakistan. By knowing Hindi-Urdu you can know most of India and Pakistan

- Because by knowing Hindi-Urdu you can connect to **700-800 million** people of the world
- Because Hindi-Urdu is taught /spoken /understood in more than 30 countries of the world, and would be one of the prominent languages of the future world
- Because by knowing Hindi-Urdu you can penetrate the **huge emerging market** of media, television, film, computers, videogames, advertisement, banking and insurance in India.
- Because NON-INDIAN executives of multinationals in India learn Hindi to do better business



- Because the American government has declared Hindi/Urdu as **CRITICAL LANGUAGES** and **FUNDING** is available to **study Hindi/Urdu Free in India** starting with second-year
- Because American Govt. is planning to introduce Hindi teaching in **American schools** soon
- Because by knowing Hindi-Urdu you can enjoy/appreciate Bollywood films (produced in largest number in the world) in a better way. Bollywood cinema has a huge market in **Pakistan, Indonesia, Middle East, UK, USA and various other countries**

So **Enroll** in **Fall 2008** in **1st year**, or **2nd year**, or **3rd year** depending on your knowledge of Hindi. See the **ASU/SILC website** for detail, or **Contact** Professor **Niranjan Kumar** at nkumar17@asu.edu, or on **480-965-3948**

WATCHING HINDI MOVIES IS PART OF THE CURRICULUM.