

Impact of Cinemas on Youths

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Abstract: India is the largest producer of feature films in the world. It is estimated that between 800 to 1000 films are produced in India annually. Bombay, or ‘Bollywood’ as it is popularly called, produces Hindi-language films which are popular throughout India and abroad. Bombay’s is the most widely known film industry. States like West Bengal, the southern states of Karnataka, Andhra Pradesh, Tamil Nadu and Kerala each produce films in regional languages. These regional films are widely consumed within their states and language boundaries and have a more limited market nationally and internationally. Political philosophies, social values, group behaviour, speech and dress in society are reflected in the cinema and, like a true mirror, reflect back in society. Moreover, film stars cross over from their fantasy world into politics to emerge as powerful figures guiding the destiny of millions. Thus it is possible to view the cinema as a legitimate metaphor for society; this perception helps us to understand society better.

Key Words: Political Philosophies, Social Values, Group Behaviour, Speech and Dress.

Introduction:

It is difficult to distinguish between art and life in South Asian society; they no longer imitate each other but appear to have merged. Political philosophies, social values, group behaviour, speech and dress in society are reflected in the cinema and, like a true mirror, reflect back in society. Furthermore, film stars cross over from their fantasy world into politics to emerge as powerful figures guiding the destiny of millions. It is thus possible to view the cinema as a legitimate metaphor for society; this perception helps us to understand society better. As far as life goes, everything has become high technology. We have walked on the treadmill instead of strolling in the park. This high technology is a product of our lives being more fast-paced. We have become busy all the time. Eating is just a fast-food chain away. Many have coped up, but many have stayed behind.

India is the largest producer of feature films in the world. It is estimated that between 800 to 1000 films are produced in India annually compared to Hollywood which produces half that number. Indian cinema has been around since 1913, the year to which most retrospectives trace the first Indian films – the mythologicals of Phalke. In spite of its early beginnings, phenomenal productivity and continued success, film in India did not receive industry status from the government till 1998–9. It is therefore more accurate to refer to an Indian film business to describe this heterogeneous body of entrepreneurs and artistes. Unlike

Hollywood, the film business in India is decentralized. Bombay, or 'Bollywood' as it is popularly called, produces Hindi-language films which are popular throughout India and abroad. Bombay's is the most widely known film industry, however individual states such as Bengal, the southern states of Karnataka, Andhra Pradesh, Tamil Nadu and Kerala each produce films in regional languages. These regional films are widely consumed within their states and language boundaries and have a more limited market nationally and internationally. In a quest for relief to our tiring or sedentary lifestyles, we have come to a solution--movies. Movies, as an entertainment, forms a part of our leisure time.

Going to the pictures has now become a craze with young people, both boys and girls, and it has been noticed that they often economize on other items of expenditure but they must see films every week, if not twice or thrice a week. A healthy hobby is, of course, to be welcomed but seeing films too frequently is far from such a hobby.

This fast growing habit is not only expensive (because of the high rates of admission to cinema halls) but also results in considerable waste of precious time which can certainly be devoted to healthier, less wasteful and more gainful pursuits

The cinema, it is said, can serve as a good medium of education and instruction, and the message that can be conveyed through films cannot be conveyed as effectively through any other channel, such as the radio, because of the colourful, visual impact made by gorgeously dressed girls conducting themselves in a particular fashion, defying their parents and guardians, challenging their judgment, describing them as old-fashioned etc., walking out of their houses at odd hours and sometimes marrying the hero secretly and then creating awkward situations or giving major shocks to their parents.

The love scenes, the amorous couples, the stereotyped formula stories and the eternal triangle all create an effect that is far from healthy or conducive to good morals and good conduct. Young boys and girls are attracted by the affluence and glamour they see on the screen, and there are many cases of youth either running away.

Youths are both beneficial and affected with cinemas. It has drastic effect on illiterate youths than literate. Also nowadays the cinema media is only concentrating on lust and songs rather than stories and messages. In the name of fashion they are spoiling the dressing sense of the youths. They say they do different concepts but do the same concept in different styles. They are creating an image that Love is the main theme of life by creating films purely based on love background. It has more serious disadvantages than the advantages. Youth imagine themselves to be heroes and heroines and just blindly behave in their own way. It also affects their way of thinking by taking the wrong information. However media cannot be blamed for these effects as it is the whole responsibility of them to take the good things alone. Cinema surely affects the youth. They try to imitate the life styles of their hero in the movie. The type of movie one watches affects his personality and way of thinking. One who likes action movies may sometimes have an aggressive attitude towards anything.

Current scenario, youth want some excitement in movie such as excitement in sensual action, romance or society relationship. Certainly some films help like Rang de Basanti and some cinema gives motivation for struggling in life. Nowadays most of the youth is not interested to watch movie with their parents. They want with either friends or with

girlfriend/boyfriends so movies/Directors are also considering this fact to attract and put some excitement in movie. Cinema did affect youth in positive as well as negative way. But this depends on youth for what he/she wants to take from it. Cinema has a key role in youth life because they follow whatever they see. Its a real fact: good or bad they are ready to follow.

We are living in an era which is surrounded, supported which depends heavily on technology. Some of the great products of technology include invention of movies and cinema. Movies - one of the youngest and at the same time one of the most popular forms of art. Its history compared to thousands of years history of music, art or theatre is short. However, every day millions of spectators fill halls of movie theatres, and even more people watch movies on TV. Today human life is simply impossible to imagine without cinema. The cinema takes a very important place in modern life and plays an important role in the social, political, educational life of people. There are several movie houses almost in every city of the world whether it is a large metropolitan, small provincial town or even a remote villages. Young and old, men and women, all like to enjoy a picture. Because of such popularity, cinema and movies have clearly cultural and moral influence on people of all ages. It has a powerful impact on their behaviours and minds. In some certain cases, the cinema affects people in a positive way. It acts as a source of entertainment, knowledge, employment etc. Generally, the cinema can provide people with many different and useful opportunities. But it can be noticed that the influence of cinema is often negative. Simultaneously with benefits cinema also causes a lot of harm to people

One of the problems movies have is that they are a popular medium watched by all. The message incorporated in a film is something, which is spread worldwide. Heroes like Amitabh Bachchan, Aamir Khan, Brad Pitt, Tom Cruise, Leonardo Di Caprio, Sylvester Stallone, Arnold Schwarzenegger, Bruce Willis, Clint Eastwood, and Jackie Chan are loved and adored by all and sundry. The things they portray in films are taken quite seriously by the masses. Therefore, the impact of movies on children is also very critical. Movies have a lot of sub genre; namely, action, drama, comedy, thriller, heist, buddy cop, die hard set-up, action based on science fiction, and horror. Most of the action, horror and science fiction movies portray graphic scenes of violence. The graphic scenes, which show an excessive amount of cruelty and blood, titillate human minds to commit crimes.

A theory is there that human beings have evolved from killer apes. War, interpersonal aggression, and graphic violence all show their relationship to that basis of human evolution. The murderous instincts are inborn which only need some impetus to come out. The directors of the films are taking this theory to imprint the story in the minds of the viewer, not thinking of the impact of movies on children.

The more problematic section of the audience is the children who are to grow as adults in their next phase of life. They are in the process of growing up, so anything they see in their favourite movie is emulated by them. There comes the impact of movies on children. Objectionable movies are those which are censured mainly for strong violence, drug and language. When the youngsters see that their favourite idols are using all kind of disrespectful deeds and speeches they find it cool.

One of the major attractions of being cool is that children view it as a tool to impress other children. The sense of judgment takes some time to grow and when the process of

growth is hindered by wrong messages imparted from a popular mass medium like movies, it proves disastrous.

Media too has a great impact on children and adult's lives. Its impact is not only present in our society today, but also in the past. In the past, watching television and films was a family event. The children and parents alike would snuggle up on the couch and wait in suspense for the opening scene. Now, children and parents rarely watch movies together. The children watch their own films, while the parents watch their own films. No matter how much movie watching changes, there is one thing movies have always had in common. They all portray prejudice in some shape or form in the movie. Films, throughout the past couple of decades, depict prejudice in society and how it has changed with time.

Cinema has now completed 100 years. During these long years Indian cinema has broken many new grounds and established several milestones. It began with mythological films like Raja Harish Chandra etc. were produced. Those were the days of silent movies.

There were movements but no dialogues or sound. Then came the period of romances, sad melodies and music. K.M. Segal then became the main attraction. It was followed by social and family films with a fine scattering of detective and history-based films. Next came Dev Anand & Rajesh Khanna. Dev Anand's Guide, Jewel-thief, Kale Bazaar, proved great musical hits.

The coming of Amitabh Bachchan as an angry young hero on the silver screen marked the beginning of another new chapter in the history of Indian cinema. Shelley, in whom Amitabh starred with Dharmendra, and others, proved a turning point in Indian cinema in terms of dialogues, scenes, fantasy, characterization and entertainment value. Today it is the song which rules the roost. It is the song alone which has made the heroine a dominant factor in the films. The songs like Eke do teen, Dhaka dhak, Chouli ke pitche, Didi tera Dewar etc., which have made a couple of films a great success and blockbusters. Madurai Dixit, Sri Devil etc., are the heroines whose careers epitomize the magic of these hit songs.

Cinema and films are very popular in India for over 75 years. Indian film industry is second only to that of America. Hundreds of films are made every year in India in Hindi and other regional languages. They are screened in the cinema halls, telecast on television network and then there are their video versions. Films are the cheapest and most popular means of entertainment. Films are the craze among the youth. Besides feature films there are documentaries and cartoon films. There are foreign co-productions as well. For example, Gandhi directed by Sir Richard Attenborough and Salaam Bombay by Mira are two very successful films.

Cinema fever spreads through Mass media. It seems as though in recent years there has become an outstanding amount of information readily available to the youth through the mass media. Although some of these gateways of media are useful for educational and social purposes, there is no filter on the web and what is shown on television is becoming less and less kid-friendly. There are ways for parents to block certain content on television; however, this does not stop them from being exposed to other youth members infested with information from television, movies, and the internet. It is well known that "sex sells", but it can also

become the difference between a well-raised member of society, and a sexual deviant raised on pornography and shows such as “Jersey Shore”. A problem that seems to be on the rise is that adult figures are seeing the change in programming as “normal”, and think there is nothing they can do about it. Young persons should not be exposed to more than half of what is now shown on the internet and television, they are growing up being raised to think that life is a party, and that it revolves around sex. Not only are these programs shown on television but a recent poll stated that “children between the ages of two and 18 spend an average of almost five-and-a-half hours a day at home watching television, playing video games, surfing the Web or using some other form of media” (Clay). This means the only other thing they are doing more than being influenced by media, is sleeping. The two largest media forms of influence would be internet and television. The world of television has changed rapidly over the past decade. Sit-coms, game shows, and informative programs have all been replaced with “reality” TV. However, is it reality? A hit MTV show called Jersey Shore, the most watched cable series in 2011, was based around eight 20 something year olds with no education, living at the beach, drinking, having...

In short, there are good and bad effects of Cinemas 1). Nice family and solo entertainment

2). Relieves tension and soothes the soul with music

Bad: 1). Young people come to know too much for their age

2). Inspires them to do dangerous things such as shoot, fight, and jump from great heights which can bring untimely death or serious injuries

IMPACT OF CINEMA ON THE INDIAN SOCIETY AS A WHOLE

Cinema has become the most powerful form of Mass Media since the day it was introduced to the world. The Lumiere Brothers who invented the ‘ Cinematograph’ (a compact and portable device which with a few adjustments could be used as a projector , camera or a printing machine) declared that the cinema is an invention without a future. The primitive form of cinema were ‘ living photographic pictures’ which attempted to produce reality. If Cinema in reality was considered to be an invention without a future, it wouldn’t have ceased to exist till the present age and develop to its current stature with powerful attributes. The dawn of Indian Cinema marked its birth and development after the first cinematographic exhibitions which were held in Mumbai during the month of July in the year 1896, where Indian Dramatists, photographers, musicians could foresee a tremendous potential in this medium for their innovative productions. Since then there was no looking back for the Indian Cinema Industry which is growing and developing very rapidly in all aspects. The Indian cinema industry has created new vibes and has attained a respectable position in the Global Film maker’s fraternity.

The Indian Cinema producers and the film fraternity have constantly been changing their trends and styles of Film Making according to the ever changing tastes and preferences of the targeted audience. The art of cinema has created a widespread and profound impact on the society. The Indian box office has always been energetic and enthusiastic about every production that is being released every Friday. The art of Cinema and all those who have their strong connections with the silver screen entertainment have always been acknowledged and held in high esteem in the Indian society. The people who call themselves mad followers and fans of a particular Cinema personality do worship their favorite actor / actress with abundant affection and

interest. Cinema has almost become a religion with the increase in number of such mad followers who can be termed as ‘ Cine extremists’ who would do anything for the cause of Cinema.

Eminent Prose writer John Ruskin in his work titled ‘ Sesame and lilies’ classifies books into a few broad categories which are ‘ Good books of the hour, Good books of all times, Bad books of the hour and Bad books of all times’. On a similar note we can classify Indian Cinemas as well. Certain Indian cinemas are worthy of a watch as many as times one wishes too and also the rest fitting into the successive categories based on their merit and credentials. The various sections of the Indian society have different expectations and ideas on what is called an ideal or a perfect cinema. The film maker has to measure the pros and cons of the various such considerations and expectations from the different sections of the Indian Society which is a stupendous task. There are a very few film makers in the Indian Cine Industry who are possessed with this rare ability of taking correct notions according to the changing lifestyle and tastes and deliver the best possible results in terms of production.

If literature has the capability to mirror life, cinema certainly inherits the ability to mirror society and culture. Cinema is nothing but an attempt to showcase the reality and existence of a particular culture and society on the silver screen. A cinema can have various themes and can be categorically classified as a horror film, action film , romantic film and so on. Though such themes do fancy the Minds of Film makers it is the social and cultural impact of a film that amounts and brings credit to its success.

As stated earlier the victory of a Film predominantly depends on its social and cultural impact. Let us take some of the Tamil and Hindi Film Productions into consideration.

TAARE ZAMEEN PAR (HINDI) :

A fantastic film revealing the true merits of Dyslexic Kids who are gifted with something in place of the normal qualities . This was an eye opener in terms of educating kids with dyslexic complaints and also morally supports those parents with dyslexic kids. This film did very well in all aspects but the entire credit goes to the conception and message behind the film which is unfortunately absent in most of the films of the present. This film is an educational treatise on how children with such complaints must be handled and encouraged. All wrong notions about dyslexic kids were erased and clarified to the optimum after watching this film.

ANBE SIVAM (TAMIL) :

A true portrayal of what is kindness and how the love for humanity unites all. This film states that good qualities like Love and kindness is something which is essential in every human being and are not dependant on any external factor such as religion, caste etc. Religion is just a factor that classifies the divine interests of a human being and should not interfere in the conduct of his / her own life. This cinema conveys a creditable message / theme of an universal religion which is the love for humanity and humanness and preaches that one must never fight or shed blood in the name of religion or community.

MY NAME IS KHAN (HINDI):

A film that conveys a strong message that Terrorism is not triggered by any religion and community. No religion exercises or empowers a person to kill another in the name of community. The film shows that people are branded in the name of religion and shows how

the act of a terrorist from a particular religion could manifest serious trouble on the lives of the other innocent civilians from the same religion.

The above instances are a few selective and creditable examples that stand testimonial to the fact that Indian Cinemas are capable of creating a healthy and positive impact on the society. On the other hand the majority of Indian cinemas of the present age are deliberately produced for commercial aspects which sacrifices ethics and values involved in Film making. Indian Cinemas of such type create and instill notorious thoughts on its viewers who attempt to ape such thoughts and deeds in reality. Anti social activities such as sexual and communal violence, terrorism is being triggered by such films. Moreover such films prosper in commercial aspects sending wrong signals to such film makers who consider such productions are liked by the public. Thus it is the hands of young citizens like us to create a change in the society by boycotting such notorious films and promote worthy and notable film productions with chaste ideas and values

There have been several definitions of cinema till date. While to some schools of thought it happens to be the greatest medium of entertainment, others do opine that it is a medium that disseminates moving pictures. It would have been better (perhaps) if all had ended here. There is another definition of cinema – it is a medium that does reflect the true mood of the society and also the changing reality. In accordance with several pundits, the Indian cinema does fit in the last definition and in the best manner. Do you agree with the same assertion? Without a doubt Indian cinema has played a major role hitherto and through decades it has also been the most appreciated medium of entertainment.

Now the question remains whether it has been the medium of entrainment only or of something else. Surely you're interested to know the definition of this word – else. If truth be told, the Indian cinema has changed through times and has always tried to cope with the changing reality. If we take the mainstream cinema or simply Bollywood into consideration, it will be found that lots of changes have occurred. Gone are the days of 50s (termed as the Golden Age of Hindi Cinema) when a good number of classics like Madhumati, Sujata, Do Aankhen, Baraat and lots of others did dominate.

It was followed by the swinging 60s and radical 70s that were found to exert considerable impacts on the Indian society. Popular perception did change and the unrestrained Indian youth started to find its own replica in the celluloid through the angry heroes. The subsequent decades did not bring any change even if violence and vulgarity became a part and parcel of the Indian cinema and the same is in full vigor at the moment. Perhaps the Indian cinema has been gratifying the changing reality!

Even if the regional cinema industry has struck back exceptionally well, they have remained out of the main scenario. And who doesn't know that exceptions are always exceptions. What can be deduced here then? The influence has never been unidirectional – Indian society and cinemas have been influencing each other altogether.

Since cinema are the replication of the society and society also watches and starts accepting the changes introduced by cinema, I think both influence each other well. Generally behind any creative thing there is an inspiration, hence for the cinemas it more the society that we live in. Through cinemas, only we come to know about the different issues that are prevailing in India but somehow we ignore them. Its cinema only, which brings that ugly face out in the market. That's true that over the period the movies are showing more of

bloodshed and vulgarity, but then again it's all about how we look at it. One side we can say it's vulgar and on the other side we say it bold and beautiful. People of today want more of substance and reality than normal melodrama and hence peeping into reality reveals the real and crude look of our own society and people

There is no gain in saying that a movie does wield a tremendous influence in the society. Children and the grownups are equally exposed to the dangers of the vulgarity and degrading valued of cheap popular cinema, in the guise of entertainment.

Cinema has perhaps the greatest potential to be the most effective mass media instrument. Besides proving cheap entertainment for masses, it can easily become a means of mass instruction and mass education.

Cinema has certainly some clear advantages over other media. It combines primarily, both audio and video and is thus very appealing to the eyes and the ears. With the development of color cinematography, and stereophonic sound, it is certainly one up on other media. The moral values conveyed through the medium of cinema have a lasting effect on the audience. The audience also has a moral, emotional involvement in the course of events and the roles of various characters, their language and style of speaking does leave an impression on the spectators.

The realization of this fact is, perhaps the reason for setting up a censor board which scrutinizes all the scenes that are not likely to corrupt the wells of social morality. But this precaution could not be of any significance today, when we are exposed to the internet where you can treat your eyes to all possible vulgarity and mean, obscene and even pornographic films indiscriminately to the young and the old alike.

Here are a few cases:

Negative-The use of cigarettes or smoking in movies has started to show its effects on the youth. When biggies like Shah rukh Khan, John Abraham promoted it, teenagers were encouraged to try it out and take it up as a 'cool' thing to do. A steady rise in the sale of cigarettes and underage smoking has been noted. Then came the censorship of the smoking shots. But the damage was already done. Same is the case with alcohol consumption; vividly seen through movies like Devdas, Dev D and the likes. This somehow left a permanent mark on people's minds that being a slave to all these addictions is not wrong. Since our idols do it, why not we? Here's another one: After "Aati kya khandala" was launched, it was the most common song used to eve tease. Though the song wasn't vulgar, later it did get those connotations. Loads of movies also encouraged thefts. Such as Dhoom, Don, the role of a cool thief who is never caught is always appealing. Who cares as long as you have an Aishwarya in shorts even if you are the most wanted thief.

Positive - But it is not all a can of worms. There have been a fair amount of positive influences too. Changing perspective is the main work done here. Movies like Rang de Basanti encouraged people to take up things in their own hands. Taare Zameen Par and Three Idiots helped you to accept what you are as you are. It showed you a way to believe in yourself. The clichéd Karan Johar movies like Kabhi Khushi Kabhi Gham to the recent one

My Name is Khan are not just family dramas. They showed true emotions and showcased simple regular things like loving your parents, friends etc. There are many more to that list.

In a changing world scenario, where the exposure to internet is growing at an alarming rate, creating in the minds of the masses, especially children, a love for false values and vulgarity, one should admit that influence of cinema might see a downfall. Nevertheless, its influence on society cannot be altogether ruled out.

Movies have proved to be one of the best mediums of mass communication. You can escape in a wonderland and forget your worries for those brief three hours or be shell-shocked when you see the workings of terrorist operations or just get that good old feeling of being surrounded and supported by your loved-ones.

They're good, they're bad but they do leave you thinking for a while.

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