

THE INFLUENCE OF BOLLYWOOD FILMS ON YOUTH SOCIAL AWARENESS

Mr. Sandeep

Students, Department of Mass Communication,

Guru Jambheshwar University of Science and Technology, Hisar, Haryana

ABSTRACT

Society gains from the utilization of cinema's potential from the very beginning. From cinema's inception, its impact on society has been acknowledged. Children who do not have access to quality education are more likely to develop unhealthy behaviors, such as buying two anna tickets and going to the movies every day. Cinema affects viewers' social and moral behavior, and society needs to know this. Cinema is a potent vehicle of information, education, and entertainment that contributes to the formation of opinions across different social groups; as such, it has been attempted to assess the societal ramifications of this phenomenon. The cinema has a profound impact on society; audiences breathe in new ways of thinking, feeling, and behaving as well as new cultural norms and social mores.

Recently, movies have begun to often depict delicate topics like menstruation, sexual harassment, drug use, sexual assault, etc. Issues like menstrual hygiene, erectile dysfunction, and sanitation were taboo before these films came out, but now directors and performers are speaking up about them, and it's inspiring people to take up for themselves. Films like Phullu, Shubh Mangal Jayda Savdhaan, and Toilet: Ek Prem Katha encourage open dialogue on these topics. This study paper aims to examine the impact of film on audiences and their acceptance of these works. Additionally, this study aims to demonstrate that films aim to address societal concerns and stigma in addition to entertaining audiences and making money.

KEYWORDS: Community, Entertainment, Revolution, Society, Social Awareness in Cinema, Women's Empowerment.

I. INTRODUCTION

Nowadays, no artistic medium is more inclusive than cinema. Cinema is a potent reflection of society, and this is a fact that is known all throughout the globe. Fascinatingly, it reflects the emerging social trends, cultural disputes, and revolutions. Very few people nowadays would denounce cinema as a societal scourge and refuse to see it. Cinema is just a movie theater that provides enjoyment, but it goes beyond that by conveying messages, inspiring audiences, and bringing attention to pressing social concerns. It is entirely up to the audience to decide what they want to watch or learn about in cinema, which has a wide reach and several categories. Pandit Jawaharlal Nehru, the first prime minister of India, saw the social good potential in cinema from its inception and sought to utilize it accordingly.

Pandit Jawaharlal Nehru once he said, "I am really dissatisfied with the job that has been done. The instructional potential of motion pictures has led to an overemphasis on a subgenre of films that are ostensibly meant to entertain but lack in quality, despite the fact that these films have grown ubiquitous in contemporary society. My sincere wish is that the film industry would start thinking about how to make pictures that are up to par in terms of quality and strive to make films with social and educational messages. Both the public and the state should work together to support these kinds of films". The two approaches to cinematography by the nationalist leadership are so distinct. The first is as a form of "low art" that sought to amuse the public with obscene content, and the second is as a medium of mass communication that has the potential to teach and spread moral principles. It was not long ago that the goal of film was not amusement but rather the promotion of social values and education, according to Pandit Jawaharlal Nehru's long-lived vision. Even in the dawn of cinema, its impact on society was acknowledged.

This bioscope-film In South Asia and India, tamasha is gaining a lot of fans. We have seen those kids between the ages of eight and ten, who are not only unable to receive a decent education but also prone to developing unhealthy habits, spend two anna tickets every day to go to the movies. We have even seen Sanskrit students peddling lemonade soda inside as a result of this trend; in light of this, it is critical for the state to regulate the film industry. According to a 1963 assessment on Indian cinema and culture written by Mr. Baldoon Dhingra for the UN Educational, Scientific and Cultural Organization, Prime Minister Nehru once said, "The influence in India of films is greater than newspapers and books combined." The duty for shaping a nation's future rests

squarely on the shoulders of its youth, who are both its intellectual capital and its potential voters. Movies have the greatest potential to shape the opinions and worldviews of young people. These days, parents let their kids watch movies since it's a nice break for them, but it can have a significant impact on their brain development. Regulated films have the potential to educate young people about important social issues in a fun and engaging way, including language skills, moral values, and the difference between right and wrong.

On the other hand, films like "Aamdani Atthanni Kharacha Rupaiya" demonstrate the reality of society and challenge orthodox beliefs, such as the traditional Indian belief that women should stay at home and care for the children, by exposing them to diverse perspectives. Another film that shows how important it is to follow one's passion rather than conform to societal expectations is "3 Idiots." The film also serves to remind students that grades and class rank do not indicate future success; rather, they should focus on striving for excellence and excellence in everything they do, and success will follow naturally. However, there is undeniable proof that children's movies have grown bloodier in the past several years, which is having a bad impact on juvenile morality and community development. Our culture now implicitly accepts the dominance of the film industry.

Nowadays, it's not uncommon for a town to have six or more theaters, up from the usual one. They all showcase the latest blockbuster movies, which aren't limited to theaters but are promoted through merchandise like t-shirts, posters, Happy Meals, and toys for kids. The point isn't only to watch the movies; you should try to live out the plot. It is truly remarkable to observe the evolution of this new society, propelled by entertainment and, more especially, modern film. In the middle of it all, one thing is certain: as movies get increasingly embedded in our society, they also inevitably express certain values and ideas that have emerged from this shift in emphasis. The question "Does the entertainment media reflect or shape society?" posed by William Romanowski in his book *Eyes Wide Shut* helps to clarify this matter. Following this, he explains why it's a simplification to say that popular art represents society.

The popular arts play an important role in this cultural transformation process. As a major form of popular art, cinema shows and reflects the ideals of the society it originated from, which might have negative consequences. These cultural standards are slowly but surely making their way into the consciousness of moviegoers. While it may be readily apparent at times, most of the time, people absorb the movie's beliefs about life and use them to build their own worldview. As a cultural communicator, the issue is not so much losing oneself in a story or film as it is the

immediate danger that occurs when audiences are either uninformed or unconcerned about the influence these mediums have on their own worldviews and the values that are often portrayed. Our attention is bound to be captivated by the tale unfolding on television; otherwise, the experience would be lacking in enjoyment. While movies provide a welcome diversion from our own lives, viewers should be cognizant that the idealized worlds they inhabit are frequently based on distorted ideals and beliefs. If we fail to distinguish between the two, these distortions may creep into our thoughts and color our perceptions of the world. Because most people have bought into this, Romanowski stresses that popular arts are more than a mirror of communal society; they are the product of a culture that they contributed to creating.

The glorification of independence and the idea of a strong, independent hero who doesn't require anybody else are examples of such misconceptions. Gender stereotypes permeate many spheres of society, including the home and religious beliefs. We still haven't figured out how to alleviate the immense societal tension caused by the current trajectory of the film industry and cinema. There has been a lot of study on the pros and cons of cinema's impact on society, but if we're talking about influence, then movies persuade people of the reality of life and their minds. The cinema has always been an engaging way for people to learn about and discuss important social issues, such as racism, child labor, caste discrimination, women's empowerment, and more. Cinema has the power to educate people about societal concerns as they come to light. The cinema also provides us with narratives that are rooted in our past. At its core, it is an informational tool, but it also serves as an entertainment medium by allowing us to easily go into the past.

The majority of historical films are factually accurate depictions of genuine events that serve to bridge the gap between generations. With Tanhaji as an example, we can see how our ancestors gave their lives for our freedom and how we came to enjoy it. Our traditions, culture, and the state of the world prior to technological advancement may all be better understood via these kinds of films. Films like Lajja, Damini, Thappad, Pink, etc., which tackle themes like women's empowerment, societal shame, and patriarchal culture, shed light on these issues and familiarize us with them, yet they cannot instantly alter people's worries. Cinemas have fearlessly tackled societal issues and exposed the darkest corners of our modern world.

The idea that going to the movies will always make you laugh is completely false. No one can deny that movies mirror our culture; the connection between the "real" and "reel" worlds is deep and will likely remain so, and movies have an impact on our way of life and vice versa. As a potent medium of information, education, and pleasure, cinema has the potential to influence the

formation of opinions across a wide range of social groups. This evaluation seeks to assess these consequences. Cinema, as a medium in and of itself, may affect societal change. What this implies is that the cinema has a profound impact on the community, causing profound changes in lifestyle, behavior, culture, and society as a whole.

II. REVIEW OF LITERATURE

Popular cinema also serves as a basis for the country's educational system. "Feature films are the great historian of Indian states, cutting across the social divides of caste, class, religion, gender and language," Ramachandra Guha said, referring to the social historian of Indian states (R. Guha 2007). During the 1930s, when India was undergoing social and economic reforms in tandem with the fight for independence, films like *Mother India* (1957) by Mehboob Khan and *Do Bigha Zameen* (1953) by Bimal Roy brought social issues like untouchability and the plight of farmers into the spotlight (Murthy C.S.H.N,2011). Successes like *Munnabhai MBBS*, *Taare Zameen Par*, *Rang De Basanti*, and many more are a result of filmmakers experimenting with new approaches to socially conscious filmmaking in response to this trend.

Since movies may now go beyond just being entertaining and moving to convey social messages on the big screen, this medium ushers in a new era for both filmmakers and moviegoers. Given the meteoric rise of Hindi cinema among India's diaspora and the pervasiveness of electronic media (Dudrah, 2006, Uberoi, 1998). Researching how Bollywood films have shaped the Indian diaspora's sense of self is crucial. "Movies are a medium of mass communication that the vast majority of people watch, both in India and around the world. Cinema serves as a medium for both entertaining and educating the masses" (stated Akshay Kumar in an interview with Hindustan Times, while elaborating on the significance the film).

The romantic film *Toilet: Ek Prem Katha* promotes the "Clean India" initiative. In an effort to raise awareness for the Clean India movement, the film inspired the construction crew to build 24 toilets in 24 hours. The article by Aruhi Jain includes the following statistics: "54% of Indian population still defecates in open," "millions of women risk of getting raped every day," and "2lakh children die every year because of infection from open defecation" (assertion made by A. Kameshwari, as reported in the Indian Express). "The topic of men's sexual health has always been frowned upon. Thanks to the *Vicky Donor* movie, our culture has finally come to terms with the need to talk about men's sexual health. Many more men are seeking help at infertility clinics after seeing "Shubh Mangal Savdhaan" for erectile dysfunction.

A movie like “Shubh Mangal Savdhaan” may make a difference by bringing attention to important issues and making them feel more normalized (as reported in Hindustan Times by fertility specialist Dr. Arvind Vaid). After being inspired by the film Padman, an NGO began teaching twenty women how to make sanitary pads. Padman, Phullu, and the P factor have helped India experience a period of transformation, according to Divya Rajgopal, who also wrote about the film's popularity in economic times and shared the information that 80% of Indian women do not use pad due to its exorbitant price.

The narrative of Rohit Rajut, who has been creating the cheapest napkins for the past twenty years, is also shared by her (Ms. Shoma A. Chatterjee's "Can a book create movement?" discusses a non-governmental organization (NGO) called the Alo female cooperative credit association and presents data on menstruation hygiene from several states). Film is an entirely distinct artistic medium due to its narrative and pictorial features.

In addition, going to the movies has its own distinct qualities that might have a significant impact on one's mental health. Because visual stimulation can queue a range of emotions and because the collective experience of these emotions through the cinema provides a safe environment in which we might otherwise not experience roles and emotions, going to the movies can have independent and robust effects on mental wellbeing. Going to the movies is a great way to satisfy your unique tastes and satisfy the human desire for variety (A paper titled "cinema is good for you: the effect of cinema attendance of self-reported anxiety or depression or happiness" was written by S. C. Noah Uhrig).

III. OBJECTIVES OF THE STUDY

- A. Examine the role of film in raising consciousness about social issues.
- B. To learn how movies impact our local and global communities.
- C. To study the film consumption habits of the resident population.
- D. Recognize the impact of film on our moral, political, and intellectual development.

IV. RESEARCH METHODOLOGY

The finest films that have the power to transform society are produced in India. In order to determine the effect on children, the researchers employed a qualitative approach. The effect of Bollywood films on children and teenagers is the subject of this exploratory research project. Our society's less talked-about social concerns are successfully portrayed in a number of Bollywood

films with social themes, according to an examination of these films. Numerous films made a real difference to society, including Mardani, Toilet Ekpremkatha, 3 Idiots, Thappad, Gulab Gang, and countless more. The films' influence on youth and the social consciousness they sparked were built on the foundation of their intentional sampling.

V. RESEARCH FINDINGS

The study found that movies not only entertain, but also educate and inspire. In addition to educating audiences, cinema has the power to bring attention to and dialogue about important social concerns. It encourages individuals to speak up against societal injustices and hardships. Film is also a great way to teach others about our culture and share it with the world. Movies reflect the culture in which we live; they impact the lives of all types of individuals, from those living in rural areas or with less education to those living in urban centers. Films like Shubh Mangal Jayda Savdhaan may completely alter people's views on a wide range of related topics. Since seeing Shubh Mangal Jayda Savdhaan, more individuals have come to understand that homosexuality is a biological trait, rather than a personal decision. The importance of menstruation hygiene is highlighted in films such as Padman and Phullu, which not only urge women to utilize pads but also inspire non-governmental organizations to manufacture affordable sanitary pants. Hollywood films like this inspire audiences to take action against societal ills.

Cinema is more than just a means of enjoyment and social awareness; it also provides jobs for a large number of individuals. In addition to influencing people in various ways, it has the potential to alter societal patterns. Modern film usually tackles several political themes, such as human rights, globalization, women's empowerment, and commercial profit, in addition to entertaining and monetizing its audience. Realistic film has a significant impact on society and may transform it for the better, according to this research. The way social concerns are portrayed in method acting greatly influences, if not entirely controls, how individuals see and approach these issues in our society. Taare Zameen Par, a film based on the medical disorder dyslexia, sends a powerful message about mental illness and the power of love, care, and attention in helping patients recover and thrive, while also arguing that people with this disability should not be stigmatized because of their mental illness.

Cinema broadens our horizons by exposing us to the political, cultural, and customary practices, as well as economic situations, of an international variety. Based on these findings, it's evident that cinema encourages national unification through the artist. Viewers and those involved

come from many genders, castes, and religious backgrounds, and the influence on citizens may be both beneficial and detrimental, as fans frequently try to emulate their favorite artists' fashion choices, lifestyle choices, and caricatures, which can have disastrous consequences. Everyone from the well-off to the destitute, the educated to the uneducated, looks forward to going to the movies. Not only can Indian film help bring people together, but it also teaches them important life lessons like compassion, perseverance, unity, and fraternity. Righteousness is rewarded and evil-doing is punished in nearly every film. Just almost every Bollywood film ends with a message of optimism and justice. Much of its impact comes from the fact that it inspires a new generation of heroes, particularly young males.

Boxing, hockey, and cricket are traditionally male-dominated sports, so it's hard to imagine that women can participate in them in a patriarchal culture like India. Cinematic masterpieces such as Chak De India and Mary Kom have shifted public perception and impacted people's attitudes significantly. Despite the prevalence of female political leaders in Indian politics, films reflecting popular culture, such as Rajneeti and Gulabi Gang, have shown female characters in leadership roles less frequently. Based on the findings, cinema has had a positive influence on society, contributing to its improvement and elevating its collective consciousness.

VI. CONCLUSION

The research indicates that high-quality movies have the power to teach, amuse, and motivate audiences. Cinema has far-reaching effects; it helps us reflect and feel empathy. Films motivate viewers to provide a hand to those in need and work for a better world. Countless nonprofits and charitable organizations have benefited from cinematic representation. In today's society, cinema has a profound and stunning effect. A person's perspective, sentiments, and thoughts can be influenced. On top of all these feelings, movies have a significant impact on women's lives by bringing attention to important topics like dowry systems, child marriage, sexual assault, menstrual hygiene, and other related topics. On the flip side, movies have a significant impact on men's lives by addressing taboo topics like homosexuality, sexual health, and erectile dysfunction.

The cinema both influences and is influenced by society's norms. The importance of sports, education, the arts, and politics may be brought to light. It's useful for awakening our sense of duty and compassion in response to certain circumstances. Much has changed in the past 20 years in both the film industry and moviegoers' habits. These days, Bollywood films address real-life issues and societal concerns. These films are having a significant effect on people's social consciousness in addition to its commercial and entertaining impacts. Piku, Pink, and Mardaani are just a few of

the films that have challenged the traditional portrayal of Indian girls. Justice was ultimately achieved after a protracted legal struggle, as seen in films such as No One Killed Jessica, 3 Dummies, 0 Battle For better or worse, the Indian educational system has been the subject of several Bollywood films, including Sannata, Hichki, I am Kalam, and countless more. These movies highlighted the lives of regular Indian students who work incredibly hard for their aspirations. Research confirms that movies have a favorable effect on people in the majority of circumstances. Cinema is a great way to unwind and still has a lasting impact on people's worldviews, morality, stereotypes, and viewing habits, among other things. Cinema provides a platform for socially conscious entertainment that challenges taboo topics; it is both a popular and successful means of doing so.

Some films motivate viewers to take action against societal ills, some point them in new directions, while yet others hasten the resolution of unfinished justice. Simply said, movies enlighten us by drawing our attention to and providing context for real-life events. What we see represents our culture and gives us ideas on how to handle these situations.

VII. REFERENCES

- I. Ahmed, A. S. (1992). Bombay films: The cinema as metaphor for Indian society and politics. *Modern Asian Studies*, 26(2), 289-320.
- II. Asia, C. F. O., & Profile, C. (1997). Girls' Rights: Society's Responsibility–Taking Action Against Sexual Exploitation And Trafficking.
- III. Aslam, S. (2015). Bollywood Movies: A Contributing Factor towards Juvenile Delinquency. *International Journal of Research*, 2(3), 503-517.
- IV. Athique, A. (2019). Soft power, culture and modernity: Responses to Bollywood films in Thailand and the Philippines. *International Communication Gazette*, 81(5), 470-489.
- V. Balabantaray, S. R. (2022). Impact of Indian cinema on culture and creation of world view among youth: A sociological analysis of Bollywood movies. *Journal of Public Affairs*, 22(2), e2405.
- VI. Beresin, E. V. (2010). The impact of media violence on children and adolescents: Opportunities for clinical interventions. *The American Academy of Child and Adolescent Psychiatry*, 124(5).

- VII. Bhattacharjee, B., Sridhar, A., & Dutta, A. (2017). Identifying the causal relationship between social media content of a Bollywood movie and its box-office success-a text mining approach. *International Journal of Business Information Systems*, 24(3), 344-368.
- VIII. Bhugra, D. (2005). Mad tales from Bollywood: the impact of social, political, and economic climate on the portrayal of mental illness in Hindi films. *Acta Psychiatrica Scandinavica*, 112(4), 250-256.
- IX. Dhandhukia, A. D. (2023). Changing Social Perspectives on Disability in Hindi Films Dosti and Barfi. In *Understanding Disability: Interdisciplinary Critical Approaches* (pp. 151-161). Singapore: Springer Nature Singapore.
- X. Hong, Y. (2021). The power of Bollywood: A study on opportunities, challenges, and audiences' perceptions of Indian cinema in China. *Global Media and China*, 6(3), 345-363.
- XI. Iyengar, S., & Kinder, D. R. (2010). *News that matters: Television and American opinion*. University of Chicago Press.
- XII. Jain, A., Lata, P., Goyal, A. R., Khandelwal, S., & Jain, G. (2015). Socio-cultural impact of film celebrities on teenagers: an empirical study. *International Journal of Indian Culture and Business Management*, 11(3), 308-322.
- XIII. Jinadasa, M. (2016). Psychological and philosophical readings of the spectatorship of bollywood and Indian Tamil film in Sri Lanka. *Journalism and Mass Communication*, 6(4), 201-212.
- XIV. Kaul, V. (2014). Representation of social issues in films. *Madhya Pradesh Journal of Social Sciences*, 19(1), 139-158.
- XV. KAUR, A., & KAUR, C. (2016). THE INFLUENCE OF BOLLYWOOD FILMS ON PUNJABI SIKH YOUTHS'PERCEPTION TOWARDS THE SIKH IDENTITY. *Malaysian Journal of Youth Studies*, 12, 173-185.
- XVI. Kaur, R., & Sinha, A. J. (Eds.). (2005). *Bollywood: Popular Indian cinema through a transnational lens*. SAGE Publications India.
- XVII. Kethan, M., & Basha, M. (2023). Impact of Indian Cinema on Youths Lifestyle and Behavior Patterns. *East Asian Journal of Multidisciplinary Research*, 2(1), 27-42.
- XVIII. Khattri, N., & Singh, A. (2021). Role of Bollywood Cinema in Shaping Youngsters for Social Awareness. *Psychology and Education*, 58(2), 6243-6247.

- XIX. Kumar, S., & Sarkar, S. (2022). Impact of Indian Cinema: Influence of Films on Students in Modern Times. *International Journal of English Learning & Teaching Skills*, 5(1), 3250-3257.
- XX. Maniar, A., & Muley, K. (2011). Contemporary social films and youth. *Interaction*, 29(1), 31-34.
- XXI. Murthy, C. S. H. N., & Das, R. (2011). Social change through diffusion of innovation in Indian popular cinema: An analytical study of Lage Raho Munna Bhai and Stalin. *Asian Cinema*, 22(2), 269-289.
- XXII. Rana, S., & Jhadhav, J. (2019). The impact of Media on Dalit youth: A case study. *Integrated Journal of Social Sciences*, 6(1), 1-5
- XXIII. Sajid, K., Minhas, S., & Butt, H. R. (2022). Effects of Drugs Depiction in Bollywood Movies on Youth of District Gujranwala. *INTERNATIONAL JOURNAL OF SPECIAL EDUCATION*, 37(3).
- XXIV. Saxena, R., & Dhrangadharia, M. (2023). Hindi Cinema and Society: A study on the perception of Indian youth. *Journal of Communication and Management*, 2(01), 67-71.
- XXV. Singh, K. (2018), Current scenario of bollywood films and its impact on the society and culture. *Asian Journal of Multidimensional Research (AJMR)*, 7(8), 170-183.