



IMPACT OF CINEMA ON SOCIETY**Dr. Mahesha D.****Assistant Professor, Department of Journalism,
Government Arts College, Bangalore.****ABSTRACT:**

Cinema as truly impacted on our life and society in large. Apart from entertainment it tries to convey message to audience which may be good or bad. But it has influenced the public in past and present. In our society there are many practices and traditions which are based on ignorance and which have withheld the progress of our society. Rigidity of caste system, untouchability, dowry system and purdah system has done enormous harm to our society; where cinema has helped people to get rid of obscurantism and also guided them along with the right path. But still somewhere it is making wrong impact on society than good to our culture. India is known for its culture and traditional attitude. Cinema is diverting the mindset of people by adopting the western culture as a story line for the business purpose for eg: open kissing scene, living together, divorce, drug addiction, terrorism, violence and surrogate mother concept etc. The objective of the study is the impact of the cinema as entertainment, informative, educative, reflection of the society, changing lifestyle of people and behavioral change of youths.



The methodology adopted here is the analytical method by analyzing the various film, books, magazine, and reviews. Conclusion will be drawn on the basis of above review whether its impact is good or bad.

KEY WORDS: *practices and culture and traditional attitude.***INTRODUCTION :**

Cinema is one of the effective Mass media in the world. It is a means of creative expression; it gives education, entertainment and transmission of culture. Cinema is widely popular and its audio-visual nature provides a pervasive power for social influence, therefore they have the potential to play an important role as a medium of entertainment, information and education and as a catalyst for social change.

Cinema is an art, Cinema is a popular means of entertainment among the mass, they are a facet of a mass culture and mass art, they generate mass mediated culture arising from elite, folk, popular or mass origins. Reberge feels, "While cinema is acknowledged as a disseminator of popular culture, it is not described as a Cultivator but simply a disseminator of culture. The contributory role of the cinema in cultivating and shaping culture is not acknowledged and it is perceived as a mere instrument". This implies that the cultural quality of cinema should be of good standard. Every person of the society has participated in the activity of going to cinema hall and enjoying a film. According to Jovett and Linton,

“Obviously there is a still something unique and inherently by appealing about going to the movies”, and this is a clearly different from other mass experiences”.

CINEMA AS MASS MEDIUM:

Cinema is most effective mass medium in society. Cinema has a psychological impact on people; the extent of reality that can be presented through cinema is for greater than any other medium. Their language is universal and this helps in breaking any social or cultural barriers. Therefore media experts and development communicators feel that cinemas can prove to be the most effective mass medium in a country like India. Almost people from lower economic status do not mind spending for cinema as it is the popular form of entertainment.

The social institution of movie going is forming established in our society and movies have played an important part as one of the factors contributing to the dramatic changes, which have taken place in the last 100 years in the way we live and also in how we perceive the world around us. They have provided as not only with entertainment, but also with idea, and it would be difficult to conceive of our society without them.

The films take as their starting point those aspect of society with which we have become familiar. They create twist plots and use other narrative devices which infuse the story with sufficient new elements to attract an audience. Cinema draws heavily from reality; portraying situations that have resemblance to the everyday stress and aspirations of viewer's lives.

The silent features of cinema:

- The cinemas recognize the link between their lives and cinema in both general and specific terms. Cinema appeal to their primary emotions and sentiments.
- Cinemas provide photographic realism visual presentation in which the images are already fully established, easily identified and followed.
- Melodrama in films draws suppressed fears and desires into a public realm. But suggests personal solutions.
- The viewers are active participants in the constructions of the image that both represents presents reality and allows them to escape as future fantasy.
- Cinemas combine visuals, movements, sound, theatre, music all in one. Therefore, they are able to communicate effectively and create impact which cannot be created by any other media. It is due to this characteristic of cinema; masses from all levels are attracted to go to cinema.

The cinemas leave lasting impression of the message. For example, films like Mother India, Naya Dura and Awara have their message still fresh in the minds the people.

The cinema can work as a social monitor. cinemahas been effective in projecting social evils, for example, the cinema 'YehAsagKubBujegi' well presented the evil of dowry, corrupt politicians in film like 'Inquilabb' and 'Kissa Kursi Ka' and so on. Cinemahad been exposing under world elements, black marketers, bureaucrats, unemployment problem and so on.

India has a history of hundred years of cinema. Indian Cinema has been recognized nationally and internationally. Cinema in India has not only remained the medium of entertainment but film making has emerged as a major art form which is a creative expression of the film makers or artists.

TYPES OF FILMS

When the talk of cinemas, there are two major forms, generally known by people.

1. **Commercial cinema.** It primarily aims at providing entertainment to the people. It includes the ingredients of popular cinema-star system, high budget, abundance of music, song and dance. It mostly resorts to phantasy to provide entertainment to people. For example, films like Vaqt, Sholay, Muqhdrrka Sikkandar, Hum Apke HainKaun, are a few examples of such films.

- 2. Art cinema.** It is more realistic and relevant to the needs of the people and society. This form is not very popular. It is also called 'parallel cinema' alternative cinema' or 'New wave cinema'. These new trend cinema' sare made at low cost, outside the main stream of commercial cinema. As said by Malhan, "Their dominant characteristics were their social concern, purpose-fullness, realism, narrative style, and exclusion of unrelated songs, dance, and fights and other familiar devices of commercial package. Their acceptance by the intelligent and cultivated audiences in the country and the high praise which some of the really good new trend films won abroad and brought a much needed self-confidence to adventurous or innovative film makers". National films Development Corporation provided institutional aid for the production of these cinema's Satyajit Ray, ShyamBenegal, GovindNihalani, MrinalSen, are some of the known art cinema proponents.

When we talk of cinema or films, there are four major types, namely:-

1. Feature Films
2. Documentary Films
3. Educational Films
4. Sponsored Films

Impact of Cinema

In the last one hundred years, cinema has become not only a serious art form but a field of study by itself. Continuous advancement in film technology and high level of conceptualization of the film, take viewer to the world outside his day-to-day world providing entertainment, which has made cinema a popular medium of masses. Indian educationists and sociologists have shown a surprising lack of interest in the film as an educational force and a social challenge. Hardly any academic, systematic scientific studies have been undertaken on the social and psychological impact of the cinema in India.

There is no data available on the systematic use of the documentary and the feature film in social education programs in India. However, experiences in Canada, USA, and USSR indicate that documentaries and films have contributed to bringing about a better social order and in building up a national community having common thinking about the nation.

Many social scientists have shared their informal experiences and observation regarding the impact that films have created. According to Bhola, "Cinema being a composite art has been responsible for popularizing music, dance, and painting, literature among the common people and in India; to a very large extent for the popularization of Hindi in Non-Hindi in India".

Cinema has a hypnotic influence on most children and adults. They imitate the heroes and heroines. They indulge in day dreaming and fantasy and when it increases, children become unable to accept the hard realities of life. Apart from these, films create fear, terror, sorrow and paths, love and passion, thrill, excitement and stimulation. People suffer from hang over, after watching a cinema. Thus, cinema has a dynamic influence on people which ultimately affects the society as a whole. Most films implicitly subscribe to the view that highest goals in life are power, money, luxury, public adulation and one can use any means to achieve these goal. Thus, most of the cinema's glorify false patterns of life. There have been few studies on effects of violence and sex in specific films on children and youth. When we want to know the impact of films, one has to look at how stories of cinema affect the actual life the people.

The main reasons for going to see cinema has been to learn about the world of ideas and things, to forget and get away to escape, to pass time, to relieve boredom, to impress others.

Having seen a film serves as a means of social integration as it shows that an individual is a part of the mainstream cultural activities of his reference group. Having seen film on the very day of its release is a form of prestige. People tend to use scenes from films as analogies to real life situations, or use dialogue from movies as a common means of expression understood by all. Off late, there had been a decline in the movie going population due to the availability of pirated DVDs Inter-net and cable Television among some sections of society, but the affluent class would on other hand make it a point to

go to movies on week-ends to multiplexes to enjoy the cinema in a real sense reveal the glamour of cinema.

CONCLUSION:

Thus, the cinema has its own impact on the society. It is highly inseparable in spite of new modes of cinema. The impact becomes very crucial in the aspects of psychological, social, economic, cultural, political and even physical. The world of cinema does not end with producer and viewer. It is industry in itself involving number of artists, technicians, distributors, exhibitors other stake holders of society. Cinema as mass media continues to play an important role in leisure pattern of our society.

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