



Cinema's psychological impact on Indian society

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ABSTRACT-

The way that films sculpt our understanding of reality is crucial. How social standards, cultural values, and stereotypes are portrayed in films has a big impact on how we view the world. For example, stereotypical portrayals of particular groups or individuals might reinforce preexisting biases and negative stereotypes.

Index Terms- Cinema , psychology , impact , Indian , society

Introduction :

One way to characterise communication is as a message exchange between a sender and a recipient is presently the most important tool for enabling communication. Mass communication technologies provide community members with entertainment, education, and recreational services for purposes such as guaranteeing their evaluation. Even while this isn't currently done, only a direct transmission by the mass media would demonstrate that these tools have goals as well. Since they represent societal beliefs and perspectives on the world, the mass messages spread by communication channels have the power to shape society as well.

On the other hand, cinemas and the goods they sell have shaped the current consumer culture , films have traditionally been used to foster that culture. Cinema, as a way of life, fulfils people's expectations and can be a big help in completing the gaps in their lives. Cinema incorporates allusions to one's own way of life, reflecting and encompassing society, people, and existence. It is possible to observe the development of film from the past to the present as well as the ways in which society and its members express themselves through cinema. A person's attitude and role in connection to the audience and the film from a visual perspective can also reveal something about their place in the living environment.

RESEARCH METHODOLOGY :

Our target population were 100 Indian youngsters between the age of 18 and 30 , as during youth only one gets influenced or impressed easily by the things one likes . The mode of collecting data was carried out with the help of google forms . Google forms consisted of basic questions related to Indian movies and the range of them impacting the respondents / participants lives in social context . Out of 100 samples 87 were considered as valid , while rest of 13 were abandoned because of their incomplete representation of data . The researcher has studied Indian cinema, television, and other media's effects on society in books, papers, and journals. The topic has been studied in great detail, with a focus on the socio-cultural shifts that television and film have brought about. This is a qualitative research . The sampling was carried out from 10 January , 2024 to 10 February , 2024 .i.e. it took 1 month to gather desired number of samples .

INTERPRETATIONS & RESULTS :

After analyzing we interpreted that cinema frequently perpetuates misconceptions about people and communities by stereotyping a variety of things. Additionally, since some films are complete garbage and don't impart any worthwhile lessons, it is thought to be a waste of time and money. Most significantly, it also features violent and sexual content, which is harmful to developing brains. Since most modern films don't demonstrate or impart any useful knowledge, people also view it as a waste of time and money. It's basically garbage, full of lies and objectification. Additionally, it turns individuals become junkies since, come to think of it, you've probably seen movie buffs swarming the theatre every weekend to see the newest film just for kicks. These days, it's usual to see action scenes in movies that demonstrate many methods of murder. These items have a psychological impact on those who view it. They instill in the kids the idea that in order to demonstrate one's dominance, one must fight with, murder, or subjugate a small number of people. This is a completely false idea.

CONCLUSION :

Every entity consists of two parts: its positive and negative features. To avoid all the bad parts, one must watch films and allow them to influence them as much as possible on oneself. It's true that whatever done within reason yields benefits. Comparably, spending time on worthwhile films is OK, but developing an addiction to them should be avoided as it would not only be a waste of time but also cause us to lose out on other worthwhile activities. Unless it's a biopic, a movie is a representation of the writer's imagination, regardless of the subject matter. They shouldn't be blindly followed. Pupils need to understand that their circumstances and lifestyles don't always have to mirror the movie. They ought to be aware of the distinctions between real life and the movies, and they ought to attempt to instill only the good things about movies.

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