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## INFLUENCE OF CINEMA ON CULTURE

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### **Abstract:**

*Cinema is a kind of dramatic art widely used for entertainment. Cinema has a very complicated relationship between culture and society. Cinema and movies are a representation of the culture and cinema also influences various aspects of culture. Movies are not only used for entertainment, political motives also influence cinema. Movies may be weapons in the hands of politics. Hitler used movies as weapons for brainwashing people against Jews. Cinema is changing its form with the advancement of ICT and OTT platforms. Movies also glorify criminal cases, like “Harshad Mehta scam case”, the “Assassination of Gandhiji”, various elements of culture like language, beliefs, customs, and codes of ethics, ideas, and rituals are strongly influenced by the cinema, serials and web series. Mainstream movies like “Dhoom”, Drishyam”, Web series like “Money Heist, “Narcos” and “Breaking Bad” glorify the criminal mind in society.*

**Keywords: Cinema, Movies, Serials, Culture, OTT, ICT.**

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### **Introduction:**

Culture is the composition of various elements, like language, dialects, ideas, beliefs, customs, rituals and ceremonies. Scene formation of the cinema industry, it has a pivotal role in cultural adaptation into Indian culture. There is a huge influence of Western culture on movies and TV serials. They are spread across India by the cinema. Indian culture adapted various Eastern, Western and Middle Eastern cultures from the movies. The literary movement like “Angry Young Man” brought into Indian

culture through the Bollywood movie “Janjeer”. Indian considered Amitabh Bachhan as the *Angry Young Man* during the early journey of the film industry. Some of the deep impacts on the culture, like glorification of crime, misconception of modernity, movies as propaganda, material images of women, wrong representation of history, fake patriotism, generalize taboos like live in relationship, extra marital affairs, Homosexuality.

**Objective:**

1. To study Influence of Indian Cinema, movies and serials on Indian culture.
2. To analyze Positive and Negative impact of movies on society.
3. To analyze political influence of movies and its impact on society.

**Theoretical Framework:**

According to *Wikipedia* Cultural studies are an interdisciplinary field that examines the political dynamics of contemporary culture and its historical foundations. Cultural studies researchers generally investigate how cultural practices relate to wider systems of power associated with, or operating through, social phenomena. These include ideology, class structures, national formations, ethnicity, sexual orientation, gender, and generation. Employing cultural analysis, cultural studies views cultures not as fixed, bounded, stable, and discrete entities, but rather as constantly interacting and changing sets of practices and processes. The field of cultural studies encompasses a range of theoretical and methodological perspectives and practices. Although distinct from the discipline of cultural anthropology and the interdisciplinary field of ethnic studies, cultural studies draws upon and has contributed to each of these fields. According to *Webster Dictionary*, “Culture is the customary

*beliefs, social forms, and material traits of a racial, religious, or social group*”. *Wikipedia* describes cinema as cinematography the art of motion picture photography. Cinema word originated from Greek word means “movement”.

**Discussion:****Political motive of Cinema:**

Political influence on movies and serials is a major problem with Indian cinema. Manipulation of the media and movies like *Accidental Prime Minister*, were against previous governments is great example of propaganda. Various controversial movies were released. Favor of contemporary governments which glorify the particular politician.

**Glorification of Crime and Criminal:**

Recent research indicates that various offences are happening which are inspired by the movies, serials. Movies and serials are generalizing crime to audiences. Crime, Heist, Underworld become common in public by movies. Recent “*Drishyam*” and “*Drishyam II*” both movies set negative influence in audience mind. Some movies show professional thief and morally prove them right like “*Dhoom*” and “*Player*”. Recent murder case of *Aftab Ameen Poonawala* is from love in relation inspired by movies. TV serial like *Crime Patrol*, *Crime Diary*

shows various cases of crime in India. Some criminals were motivated for the crime by watching *crime Diary*.

#### **Cultural Adaptation:**

Various European cultural practices celebrated in India, like Halloween parties. Live in relationship is the cultural adaptation from movies. A recent Marathi serial series “*Tu Tevha Tashi*” generalized the concept of live in relationship on small screen for the Marathi audience. *Code switching* and *code mixing* is made common in Bollywood. Adaptation of English language in day-today life, Hindi, Marathi and other regional languages adapted various words and phrases borrow from English. Individualism is another most common influence of cinema on Indian culture. The social forms of India are also affected by the cinema. Party culture, outing, tourism except pilgrimage is adapted by movies like “*Student of the Year*”. “*Mohabbatein*” and “*Cocktail*” in the Bollywood's treatment of homosexuality is also insensitive and comic like *Dostanana*, *Masti* etc. Superstitions false belief also spread by the cinema in society movie like “*Raaz*”, “*Stree*”, “*Karan Arjun*”. Corporate and business organization adapt as English as major language. Almost all knowledge stream like Engineering, medical,

education also adapted English language of instruction.

#### **Glorification of Addiction:**

All movies from Bollywood and Hollywood glorify addiction of drug and toxicants like alcohol, Smoking, hukka party. Recently advertisement of Paan Masala by famous celebrities also promotes negative things into the society. Heroes of the movies are the great influence on the youth they try to imitate all things from the movies from style to addiction.

#### **Promotion of Materialism:**

Root of Indian Society is spiritual but Cinema is succeeding in seeding of material life like money, bungalows, luxurious cars, bike branded clothes is life. Various movies glorify these things, rap singer like, “*Honey Sing*”, “*Badashah*” depicted such kind of life in their songs.

#### **Positive Impact of Movies:**

There are positive influences of the movies on women education and women empowerment like *English – Vinglish*, “*Mary Com*” *Dangal*, *Mardani* TV Serial like “*Madam Sir*” and “*Anupama*” Cinema has influence on Clothing style, every trending movie change fashion trend. *Fashion* movie showed the pros and cons of the fashion .There is huge

influence of cinema and serials on youth, college students, and scholars they think beyond conventional Indian life. Every year 1500 to 1800 movies released in different languages across India 20 million people watching movies everyday 90% movies are violence and extreme violence along with vulgarity. These all movies directly influence the younger generation of the country. Hollywood movies are also influencing the Indian Culture because almost 10 % of audience shares belong to Hollywood movies.

#### **Imagination and Creativity:**

Cinema promotes imagination and creativity in society. The Movie “*The Padman*” promotes hygienic habits among the women audience. “*Taare Jamin Par*” deals with pedagogical problems. “*PK*” and “*OMG*” deals with spiritual practices of religions.

#### **Conclusion:**

The above research paper focuses on impact of cinema on the culture. Indian Movie industry has extreme influence on the culture. India is multicultural country. Movies diversifying the cultural belief and social structure as well as social institution like family, marriage, it promotes individualism and self-centeredness. Positive influence of cinema also cannot

ignore. Athletes and young sports person get motivation from the cinema. There is unavoidable place of cinema in society. Cinema and serials presents true representation of the culture on screen. Movies are the best tools of criticism.

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