

Ethics in artistic creations and in communication

“Spotlight on some rare occasions when Bollywood cinema dared to cross over from reel to real life”

Mrs. Riya Mukhopadhyay
Tilak Maharashtra Vidyapeeth
Department of Mass Communication

Abstract

Art mimics life. Bollywood cinema is generally perceived as amusement bundle with song, dance, romance, melodrama and exaggerated ‘action’ as its basic ingredients. In any case, there are a couple of times we feel significantly more than that. We feel a sense of having witnessed something historical, something that touches a deep chord. This is the point at which we run over movies which leave a greater impact on the society. Some actually manage to change a couple of lives while some assistance to speed up pending justice, some fill you with emotional turmoil and some give your life a total new direction. India is a young country with an ancient culture that has evolved over centuries. Naturally there are social and behavioral issues which need to be re-

thought and analyzed in the context of new and emerging realities. The present generation ought to be made aware about the same. Every country needs a dynamic socio-cultural and legal framework on which to consistently build it and create its own unique identity. Movies are aptly placed in facilitating this process, especially if and when they exhibit a compelling narrative and well-crafted outreach plan which would serve as a catalyst to change minds, encourage viewers to change entrenched behaviors, and start inform or reenergize social movements as stated by Diana Barrett and Sheila Leddy in “Assessing Creative Media’s Social Impact”, Fledging Fund, (Dec’08) It can be noted that the creative work by some Indian film makers has taken steps to make the people aware of

important social issues, injustices, inequality, exploitation etc. with the hope that cinema can be a powerful catalyst of change. This research is based on Content analysis on Movies that leads to a bigger social impact. The variables of the study include the measure on various social issues, social impact and the biggest influences on present generation.

Keywords: Movies, Bollywood, art, social impact, aware, present generation, social issue

Introduction

Indian film industry is the biggest in the world as far as creating around 1000 features films and almost 1500 short film each year (Broadcasting 2011).The Hindi film industry is prevalently known as Bollywood .It is the contributor of the industry's revenue ,trailed by south Indian and other regional cinema industries. "Cinema is the mirror of society".

Cinema

What is cinema? Cinema, or film, is the craft of moving pictures; a visual medium that recounts stories and uncovered reality. It is likewise, by a wide margin, the world's most unpredictable, synergistic, and expensive aesthetic expression.

Cinema is the capable medium to speak to the masses in its own particular manner. It assumes an extraordinary part to bring the issue in front of people in general. The favorable position with cinema is that it can connect

with more extensive group of onlookers and can impact their mind. Culture is the arts and other manifestations of human intellectual achievement regarded collectively. Culture is the ideas, customs, and social behavior of a particular people or society.

Cinema greatly affects individuals and movie stars wield great impact on masses, particularly the young. They attempt to resemble them, see them as role models and even mimic their behaviors. We as a society often blur the line between fact and fiction and imagine our lives to be an ideal film story. Cinema assumes a large significance in our lives, perhaps much more than we recognize or care to admit. It would be an interesting research if made over time to assess and analyze this phenomenon and identify the pattern of influence that Bollywood movies have illustrated on individuals and portray the relationship between individuals and society. Obviously, just like any other form of art, the movies also depict the appropriate nature and situation of the society of that era but some art forms not only depict the current situation of society, but also succeeds in providing a new trend, a new idea for the society to be ushered in and made practical, and such movies enable the cross over between reel life and real life in aspirational and inspirational ways. Art is a careful re- creation of reality as per an artist's otherworldly esteem judgments. Clearly, that specific re-creation is not intended to portray the

things as they may be, as Aristotle said that fiction is of more prominent philosophical significance than history, since “history represents things as they are, while fiction represents them as they might be and ought to be.” Movies, being the undeniably most grounded medium of art, whenever intended to demonstrate the things, circumstances, individuals and people as they should be, at that point they turn into the main power of progress in society and fortifies the values of individuality.

Cinema is a well-known mass medium which assumes a noteworthy job in sharpening popular feeling and in dispersing information and comprehension of various cultures, tradition, social political and financial aspects lives of a general public. It speaks to the contemporary society if not authentic characters. It endeavors to feature public activity and its issues in an intriguing and pleasurable way. Cinema can persuade popular feeling and guarantees high degree of attention. It has the ability of anticipating distinctive major issues of the society. For evaluating the social issues of a society, one needs to look at whimsical and parallel cinema of the country. Some of the noteworthy unconventional cinemas dealing with significant social issues are Rang De Basanti, Chak De India, Taare Zameen Par, 3 idiots, Swades, OMG! Oh My God, Udaan, Black Friday, Kya Kehna, Dor, Vicky Donor etc. Legendary Filmmakers like Rakeysh

Omprakash Mehra, Shimit Amin, Aamir Khan, Ashutosh Gowariker, Anurag Kashyap and many other directors come under the fringe of such cinema that have set specialty by featuring social issues of the society in Bollywood cinema.

Objectives: The report has been done keeping in mind two basic objectives. They are:

To examine the cinematic presentation of social issue.

To study different Bollywood cinema based on social issues in selected Hindi films

Research Methodology:

The study is based on qualitative methods. To study the way Indian cinema manages diverse social issues in selected Hindi movies. The selected movies have earned much acclaims and notoriety both in national and international contexts. Primary as well as secondary data have been gathered to analyze the content of the movies. Content analysis utilized to portray the use of symbolism and realism in the selected movies.

Content Analysis:

Achhut Kanya (1936): This 1936 film deals the social position of Dalit girls and is viewed as a reformist period-piece. The story depicts a romantic tale of a Brahmin Boy and a Harijan (Untouchable) girl. At the time when people were separated based on their caste, this film sets a

decent case of how every person is equivalent and love knows no limits. Prem Rog (1982): The film centers on the sensitive subject of widow remarriage. Released in 1982, the film has Rishi Kapoor (Devdhar) and Padmini Kolhapure (Manorama) as lead performers. Devdhar attempts to restore the life of his beloved companion Manorama after she loses her recently marry spouse. At the season of a moderate India, when widows were boycotted from the community and were required to spend whatever remains of their lives in wretchedness, the motion picture comes as a breath of fresh air and depicts a superior life for a widow.

Matrubhoomi: A nation without women (2003): The film dependent on the social issue of female feticide grandstands the eventual fate of the country if we keep killing the girl child. There are as yet numerous spots where a boy's birth to the world is celebrated while a girl child is murdered. The film rotates around the narrative of a girl who is hitched to five siblings. The film depicts the look at the brutal society and leaves a message of saving a girl child. Phir Milenge (2004): One of the most punctual movies made on AIDS Awareness, Phir Milenge is the narrative of a lady battling for her rights. It demonstrates how AIDS was viewed as a torment and how unfairly individuals influenced by them were dealt with. It additionally draws out the

negative side of corporate India. Swades (2004): A fine execution by Shah Rukh Khan, the motion picture centers around the issue of mind deplete and Indians moving to another country for greener fields. The story rotates around the life of a NRI who works for NASA and how his visit to a town transforms himself alongside many different villagers. The motion picture roused a ton of NRIs to return to the roots and work for the nation. The motion picture gives a message that a little assistance from the fortunate and educated ones can help the underprivileged to a great extent. Rang De Basanti (2006): This motion picture needs no introduction. Rang De Basanti rotates around lives of a gathering of a group of students who challenge the administration and the contender MIG planes utilized by the Air Force after the passing of their companion in a plane accident. This intriguing motion picture made an immense effect socially with the candle lighting sequence which is regularly used in real life even now by citizens for protesting an issue. The film left a social effect as many people approached to discuss about corruption and bureaucracy and their inefficiency in giving fundamental luxuries. The film figured out how to strike the correct harmony and got tremendous achievement. The expression "RDB effect" is frequently utilized while alluding to occasions of open activism on issues of open intrigue. It offers motivation to the

youth of the nation that even he/she can get a change in the society.

Taare Zameen Par (2007): At whatever point guardians see their child scoring low in exams, they reprimand it on his carelessness and ask him to pay more attention to his studies. The child is here and there grounded, isn't permitted to sit in front of the television or play his most loved computer game so he could focus more on his career. The motion picture delightfully catches life of Ishaan, a dyslexic child who battles ordinary to do basic things of life. As basic as tying shoes bind. It spread a message to each one of those families who need their child to exceed expectations in all things – each child is extraordinary and has distinctive requirements.

3 idiots (2009): The progressive film that gave a radical new wind to the Indian education system. The motion picture gives a message that education doesn't require money, uniform, big schools and universities; all it requires is the solid will to contemplate. The story additionally centers on how the education system should look past high evaluations and should center around what a child needs to do.

Vicky Donor (2012): Vicky Donor touched upon a less discussed point of sperm donation. The film is a light-hearted comedy dependent on the background of this sensitive subject and its suggestions. The story spins around Vicky's (Ayushmann Khurrana) life and how his life takes intriguing wanders aimlessly when a

fruitfulness master convinces him to donate sperms. John Abraham, producer of the film needed to shed light on a difficult issue still thought to be "unthinkable" in Indian culture.

Shoojit Sircar, director of the film examined about the subject for a long time to stay away from any probability of going wrong with this forbidden appended to infertility and artificial insemination.

The Lunchbox (2013): The Lunchbox was a widely praised, flawlessly shot film that won the hearts of many. It really was a motion picture that hit excessively near numerous a people living in this bustling world and endeavoring to win the rodent race. In any case, it additionally investigates how throughout everyday life, nothing is as awful as it appears and the most ideal approach to live is to proceed onward. 'Moving on' is the answer to happiness.

Conclusion:

“We need a type of theatre which not only releases the feelings, insights and impulses possible within the particular historical field of human relations in which the action takes place, but employs and encourages those thoughts and feelings which help transform the field itself.”

Bertolt Brechet

Cinemas have the ability to impact the thinking of the people. They have changed the society and social patterns. They have presented new molds

in the public eye. They might be portrayed as pace-setters. They can make an immediate effect on our social life. Movies can go far towards stimulating national awareness and furthermore in using the energies of the young in social recreation and country working by a skillful adaption of good, social and educative topics, and by presentation of well-known assumptions, movies can, to a great extent, formulate and guide public opinion

Reference:

<http://shodhganga.inflibnet.ac.in/bitstream/10603/127524/1/aparna%20singh.pdf>

<https://www.thebetterindia.com/10816/indian-hindi-movies-social-message-impact/>

<https://www.scoopwhoop.com/entertainment/15-powerful-bollywood-movies-that-left-a-huge-impact-on-the-audience/#.v27e0qeou>

<https://www.ukessays.com/essays/film-studies/indian-cinema-and-its-impact-on-society-film-studies-essay.php>

<https://www.youthkiawaaz.com/2010/06/movies-and-the-role-they-play/>

<https://www.scribd.com/doc/52257867/Indian-Cinema-and-Its-Impact-on-Society>
