



# Study on the Impact of Bollywood Films on the Youth Population in India

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## Article Info

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**Abstract** - This study explores the impact of Bollywood cinema on India's youth demographic, analysing its historical evolution, cultural significance, and socio-economic dynamics. It aims to understand its profound influence on attitudes, behaviours, perceptions, youth culture, psychological characteristics, fashion, language, social interactions, and portrayal of violence. The study provides an in-depth study of Indian cinema in its various aspects and elements.

The research is also supported with a survey that included 508 participants. This survey analyses the impact of Indian cinema on the younger population, focusing on 20 questions. It provides insights into the complex relationship between Indian cinema and the youth population, contributing to a deeper understanding of the role of popular culture in shaping society. Further research is needed in this area.

Keywords: Bollywood, Cinema, India, Youth

## Introduction:

The film industry in India is a large one with different languages, cultures and filmmaking styles. Regional diversity is depicted by Indian Cinema that is not homogeneous and has various cinemas in Telugu, Hindi, Marathi, Bangla among others. Each has their significant style, narrative and structure and celebrities. Indian Cinemas also possesses several attributes like technical excellence. In terms of filmmaking, the Indian cinema is outstanding in terms of technicality as it has competent directors, cinematographers, editors, technicians who constantly strive to push the boundaries of visual storytelling. Many Indian movies have been well received at major festivals all over the world and have won prestigious awards for its exceptional technical expertise. Among these films include Slumdog millionaire, Lagaan, RRR, the elephant whispers that won many accolades including Oscar in various categories too.

On popular culture both locally and among the global Indian diaspora Indian movies have a huge influence as they mirror societal conventions including fashion fads political discussions etcetera. Bollywood significantly influences fashion music and people's lifestyle choices. Most times social issues like poverty, gender equality, caste discrimination, religious harmony, political corruption are addressed in an Indian movie setting. By using the medium of cinema filmmakers seek to arouse thought inspiring dialogues that can precipitate

transformative shifts in society hence enriching our cultural and intellectual fabric as a nation. The film industry plays a vital role economically for India because it brings revenue through activities such as film creation, distribution, exhibition etcetera. Moreover, it offers job opportunities to various individuals such as actors, directors, producers, technicians, supporting staffs among others.

Over the years film has had profound impact on youth population of India since 1913 when first financially equipped production was released “Raja Harishchandra” which was also first ever Indian film made. For decades now cinema has served as a medium through which empowerment took place concerning the issues pertaining to several aspects of social life. At the same time, it is also criticized for being a medium through which agendas are set, narratives are controlled and information is distorted towards certain directions.

Cinema has undergone a radical transformation from the national importance films such as *Do Bigha Zamin*, *Samadhi*, *Naya Daur*, *Mother India*, *Kranti* and so on to its film depicting the daily life of modern-day India after thirty years since independence to parallel cinema anchored by *Mirch Masala*, *Nishant*, *Ankur*, *Manthan*, *Buvan Shome*, *Pather Panchali*, *Devi*, *Ardh satya* etcetera. Mostly recent movies such as *Padman*, *Newton*, *Dangal*, *Hindi Medium*, *Article 15*, *Shubh mangal jyada sawadhan*, *Badhai ho*, *Mulk*, *Masaan* among others have touched on issues that raise awareness and challenge dangerous societal prejudices. Movies like *Udaan*, *Mary Kom*, *3 Idiots* broke the traditional sphere that had kept thinking of Indian parents saying that Medicine and science are the only truthful successful careers which provide financial stability to their children.

Over the past century, cinema has evolved from a taboo subject to a virtual way of life, reflecting societal dynamics and societal evils. The main protagonist fights villains, showcasing economic growth, politics, and technological advancements. Films also provide insight into ancient world history and serve as a platform for understanding these issues. (Karande & Sharma, 2022)

Despite these positive aspects of modern cinema on society there seems to be growing concern about its negative effects in youth population especially in India. This has led to many young people trying to imitate their favourite actors by adopting their style of speech clothing hairstyle among other things.

Some crimes in our society are depicted as heroic and interesting activities that can cause a deep wound in the minds of young people. It is one of the reasons why some individuals view it differently hence increasing cases of criminal activities and harassment. Yet, few films objectify women by using item numbers and scenes that degrade them where misogyny, patriarchy and gender stereotypes are still projected into movies like *Animal*, *Kabir Singh*, *Gangs of Wasseypur*, *Pushpa* etc.

Movies, with their diverse genres and storytelling, have become a significant part of our lives, offering experiences beyond mere entertainment. However, they can also have both positive and negative impacts, particularly on the minds of young people. (Wagholikar)

Cinema is a groundbreaking tool for data, training, and entertainment, influencing various social groups and causing social change. Young people are particularly affected by film, resulting in mental, social, and sociological changes, as well as unique changes in lifestyle and behaviour. (M & Basha)

### **The influence of Bollywood cinema on the younger generation in India.**

Cinema is a powerful tool for education, motivation, and cultural enhancement, introducing young audiences to diverse perspectives and societal issues. It can induce curiosity, empathy, and critical thinking. Bollywood has a significant impact on Indian youth, particularly millennials, as it supports inclusivity and adopts

traditional beliefs about one's country. Films bring out major issues faced by society, such as gender inequality, caste discrimination, and environmental conservation, making these challenges more known to Indian teenagers through cinema stories.

Media literacy is essential for young people in India, as they should be able to distinguish true facts from falsehoods, critically examine film material, and appreciate media's impact on communities. Films can heighten social consciousness and encourage debates on gender equality, caste bias, religious tolerance, mental health, and environmental conservation.

Movies are a powerful tool for societal reflection and communication, capturing everyday struggles and influencing the public. They have a profound impact on the global audience, as seen in India during the 1930s when it fought for independence from British rule. Films have evolved to better represent women and address their problems, such as feminism, cultural expectations, gender inequality, and healthcare.

However, films can have detrimental effects, such as depicting unrealistic relationships, lifestyles, and beauty ideals, leading to unrealistic expectations and unhappiness in teenagers, perpetuating cultural misrepresentations and stereotypes, and presenting immoral or ethically ambiguous behaviour qualities as glamorous or acceptable.

### Review of Literature

Cinema has transformed into a powerful communication platform, connecting personal aspirations, social realities, business concerns, and individualistic goals, offering new perspectives on life. (Jain & Rai, 2002)

Indian film serves as a comprehensive inspiration, demonstrating the robust connection proposed by the triple viewpoint of History, Nation, and Narration. (Tapia) Media culture influences self-identity, nationality, race, and sexuality, dividing the world into "us" and "them" through social and psychological techniques. (Dines & Humez, 2003).

Indian culture heavily relies on mass-market Indian films as a primary communication channel, as they often explore life and living structures through various media. (Butalia, 1984)

Before cinema, circuses, plays, music shows, shadow shows, and dioramas were popular forms of visual entertainment. Robert Barker patented a large cylindrical painting in 1787, showcasing famous events and creating the illusion of reality. (Dhakad & Nandkishor, 2021). Cinema in India was introduced in 1896, with the Lumiere Brothers' Cinematography showcasing six silent short films. Daily screenings began in Bombay in 1897. Hiralal Sen began filming theatre scenes in Calcutta in 1898, and cinema houses were established in major cities. (Foundation) Cinema, ever since its inception in 1913 with the release of "Raja Harish Chandra," has been the most widely used and effective medium of communication with Indians. Film: The film had a mythical theme and was silent (verma, 2019) This paved the way for content filmmakers in the ensuing years. Images from religious scriptures and Indian epics, such as the Ramayana, demonstrate the depth and breadth of Indian culture. The first Indian film, Alam Ara, was released in 1931. The rest of Indian cinema was shaped by this film (Allemand, 2015)

Bollywood's global appeal, despite facing competition from Hollywood, attracts viewers in countries like Nepal, Bangladesh, Pakistan, and Sri Lanka, often subtitled in Arabic. (Dr. Erum Hafeez & Ara) The Indian film

industry has significantly influenced public perception of mental health, accurately and tactfully depicting mental health issues over time. (Bali & Verma)

India's public culture, as defined by Stuart Hall, caters to the middle class, small towns, and rural Indian populations. It involves relationships, influence, and antagonism with dominant culture, as highlighted by Dr. Shivam Singh's research. (Singh) Cinema is observed as a powerful medium of information, education and entertainment results in process of opinion building in various social groups. Impact of films are damaging for society and morality. (Balabantaray)

### **Theoretical Background:**

#### **Social responsibility theory**

Media social responsibility theory emphasizes the moral obligation of media corporations to serve the public interest. Filmmakers, producers, and distributors must consider how their work will affect society to promote good morals, knowledge, and understanding while preventing harm. Films can serve as a vehicle for conveying social messages, raising public awareness, and encouraging constructive change. They must accurately portray diverse cultures, genders, and groups to challenge stereotypes and promote inclusivity. Filmmakers should avoid inciting violence, supporting hate speech, or disseminating misinformation due to ethical concerns. Industry policies should promote inclusion and diversity, while environmentally friendly production techniques demonstrate commitment to social responsibility. Techniques for captivating audiences include interactive platforms, such as post-screening panels, educational initiatives, and partnerships with non-governmental organizations. Accessibility is also crucial to ensure everyone enjoys the movies.

### **Conceptual Framework:**

#### **Aims**

1. To know the impact of Bollywood films on the youth population in India.
2. To have a significant understanding about the Hindi cinema of India.

#### **Objectives**

1. The impact of Indian cinema on the younger generation in India.
2. To study the influence of cinema on the development of humanity, changes brought by the Bollywood films.
3. Taking into account the majority study of Bollywood to get a deeper grasp of the cinema's growth, influence on youth and social change, and direct and indirect involvement in filmmaking.

#### **Research Questions**

1. How cinema in modern times affect the thought processes of youth population of India?
2. What are the various types of film genre and themes of films that significantly affect the youth population including their ideology, cultural and social interpretations?
3. What are the various aspects of Cinema of Bollywood?

#### **Design and Methodology**

### **Research Design:**

This research follows the explanatory research as it is understanding the prior stated problem of influence of cinema. Researcher proposed to move in this research endeavour by testing it on young cinema consumers. By using survey, it understands and evaluates the point of view of young individuals regarding the influence of cinema on their day-to-day life.

### **Research Method:**

In the present research study, both qualitative and quantitative methods have been used. There are two types of data, primary and secondary, collected during the research.

A survey was conducted among the students of Amity University Mumbai, researchers' relatives and friends, to numerically understand impact of Bollywood films on the youth population of India. The method used for collecting the responses was Google Forms. The form had 20 questions related to films in India, Multiple choices were given to the responders to choose their opinionated answers. 508 responses were collected, between the age group of 18 to 29 years old.

### **Content Analysis**

The center of Indian cinema is Bollywood. Hindi films have always been the first to showcase innovations in the film industry before they spread to any other regional film studios. Even in modern times, audiences' memories of several actors, actresses, musicians, and villains are enduring.

While the majority of directors prioritize their bottom line and produce pictures that audiences can relate to and enjoy, some go above and above to craft an exceptional picture with significant societal significance. Even years after their release, these rare films with deeper themes stick in people's minds.

### **Case Studies**

#### **Special 26**

Bollywood-inspired armed robbers posing as CBI officials attacked a Muthoot Finance branch in Hyderabad, leaving with 40kg of gold. The robbers entered the branch claiming to be CBI officials and were armed. The robbers also took the CCTV system and spoke Hindi and English. The incident was inspired by the 2013 movie Special 26, which featured a similar heist. (News 18)

#### **Munna Bhai M.B.B.S**

Over a dozen crimes have been committed in India following inspiration from Rajkumar Hirani's film Munna Bhai M.B.B.S., including two arrests in 2017 for appearing in an exam for primary teachers, 12 impersonators in 2016 for appearing in the Uttarakhand Ayurveda Pre-Medical Test, and a 2012 racket at AIIMS involving scanning question papers and feeding answers via Bluetooth. (Indian Express)

#### **Bunty aur Babli**

A man and woman, inspired by a movie, committed over two dozen crimes including murder, theft, robbery, snatching, assault, and police assault. After committing snatchings in 2013 and 2014, they were arrested. After bail, they continued their criminal activities. Jagjeet was arrested in 2017, while the woman is still on the run. (TOI)

#### **Khosla Ka Ghosla**

In 2013, the Crime Branch arrested a gang of cheats who sold plots from the DDA in New Delhi, reselling them through forging documents, inspired by the popular satire-comedy Khosla Ka Ghosla! (News18)

### **Dhoom**

A gang of four robbers in Malappuram district of Kerala stole 80 kgs of gold and 50,00,000 rupees from the Bank of Kerala, allegedly inspired by the movie Dhoom. (India Tv)

### **Kabir singh**

Ashwani Kumar, a Uttar Pradesh resident, committed three murders in 2019 after being inspired by the movie Kabir Singh. He killed two people to avenge an insult and later killed Dubai-based air hostess Nikita Sharma, whom he had a crush on. Before killing Sharma, Ashwani posted videos and images of Shahid Kapoor from the movie and lip-synced dialogues on his social media, warning that he would kill her if he did not reciprocate. (OdishaTv)

### **Oye lucky Lucky Oye**

The movie influenced Israr, who would steal cars in one night, inspired by Abhay Deol's car theft. Using the latest equipment and gadgets, he and his team successfully stole 180 cars within a year. (NETTV4U)

### **Hindi Medium**

During the year 2018, a businessman from Delhi was taken into custody for fabricating his economic position in order to secure a seat for his kid in the Sanskriti School in Chanajyapuri, which falls under the economically weaker sector category. (Indiantimes)

### **Drishyam**

One man was motivated to commit homicide by watching the Drishyam movie, and he ended up disposing of the body of the victim at a dam. As a result of the victim's wife informing the authorities about the disappearance of her husband, the suspect was taken into custody. (Indiantimes)

### **List of Film which has a potential impact on the youth of India.**

**Hindi Medium** is a 2017 Indian comedy-drama film directed by Saket Chaudhary and produced by T-Series and Maddock Films, Hindi Medium is a 2017 Indian comedy-drama film about a couple, Raj Batra and Meeta, who try to get their daughter Pia into a prominent English-medium school in Delhi. They fake poverty to get their son Mohan into the school, but the principal turns down their request. Raj interrupts the Annual Day event, speaks on English in India, and walks away, intending to accept Pia to study under Mohan. The film explores themes of societal integration and financial manipulation.

**Newton** is a 2017 Indian Hindi-language film directed by Amit V. Masurkar, starring Rajkummar Rao as Nutan "Newton" Kumar, a government servant sent on election duty in Chhattisgarh. Despite facing challenges like heart problems and apathy from CRPF security forces, Newton tries to conduct free and fair voting. He is disappointed when voters don't turn up, and is forced to collect votes from four villagers. Newton steals his rifle and holds Aatma Singh at gunpoint until the villagers cast their votes.

**Shubh Mangal Zyada Saavdhan** is a 2020 Hindi romantic comedy film directed by Hitesh Kewalya. The film follows Aman Tripathi, an advertiser from an orthodox middle-class family, who marries his boyfriend, Kartik Singh, but faces challenges from Shankar and Sunaina. Kusum Nigam, in love with Rakesh, proposes marriage but lives with their respective lovers. Aman agrees to marry Kusum to save Kartik, but the family reconciles after the Supreme Court's decriminalization judgment.

**Mulk** is a 2018 Indian Hindi-language legal drama set in Varanasi, India, about a Muslim joint family fighting



to reclaim their honor after a member of their family joins terrorism. Murad Ali Mohammed, a lawyer, and his family face a devastating bomb blast, leading to a postmortem and labeling as terrorists. Public prosecutor Santosh Anand presents evidence to prove Shahid's act was a breeding ground for terrorists, but the court dismisses the case, stating that the main problem is people's mentality and calls for change.

**Aligarh** is a Hindi film that tells the story of a homosexual professor at Aligarh University, focusing on a sting operation that exposes his sexual orientation to the conservative community. The film highlights the role of sexuality in shaping one's identity and the importance of understanding one's sexual orientation.

**Ghajni** is a 2008 Bollywood film that portrays Sanjay Singhania, a person with anterograde amnesia, who struggles with short-term memory loss. The film raises awareness about this condition and its effects on individuals.

**Chichore** is a 2019 Bollywood film that tackles family pressure, criticizes the contemporary school system, and sheds light on student suicides. It highlights the crushing demands parents often impose on their children, the shortcomings of an education system focused on exams, and the emotional consequences of these circumstances.

**3 Idiots** is a 2009 Bollywood film that accurately depicts the harsh realities of education systems in India and China. The film highlights the excessive burden students endure in adhering to conventional career trajectories and parents' fixation on grades and degrees, often to the detriment of genuine learning and innovation. The film prompts a thorough reassessment of educational conventions, fostering a transition towards a student-centric, comprehensive method of learning that prioritizes creativity and critical thinking.

**Hichki** is a 2018 Bollywood film that explores Tourette's Syndrome, a lesser-known neurological illness marked by recurrent and involuntary vocalizations and movements known as tics. The film educates audiences about the disease and promotes empathy, inclusivity, and acceptance.

**Bhool Bhulaiyaa** is a 2007 Bollywood suspense film that explores the enigmatic realm of dissociative identity disorder, also known as split personality disorder. The film tells a story of psychological mystery, where the past continues to affect the present through the mysterious character of Manjulika, representing the fractured identities.

**Pad Man** released in 2018 by R. Balki. It narrates the story of Arunachalam Muruganantham, a social advocate and businessperson who pioneered the production of affordable sanitary pads for women in rural areas. The film stars Akshay Kumar and Radhika Apte, and follows Laxmikanth Chauhan, a partner/tool operator who opposes the treatment of women during their menstrual cycles.

**Wednesday** serves as a reminder of the difficulties faced by ordinary individuals due to escalating crime rates and fear. The film's plot is exceptional, with Naseeruddin Shah and Anupam Kher playing key roles. The film also addresses issues of homophobia, sexism, and Islamophobia through a romantic relationship between two males.

**Thappad** is a film that highlights the unacceptable nature of domestic violence and the importance of never making concessions in abusive relationships.

**Pagglait** addresses issues of misogyny, sexism, and islamophobia, focusing on a widow who does not experience grief after her husband's death.

**Pk** is a science fiction comedy that explores the concept of human equality without the influence of religion. Pk, an extraterrestrial stranded on Earth, is told that invoking God is the only way for him to return to his own planet. In his pursuit of discovering God, he confronts the reality of divine beings, scrutinizes the significance of religious ceremonies, and reveals the profit-driven intentions underlying institutionalized faith.

**Black** is a film that challenges societal perceptions of those with special needs, highlighting their capacity to excel despite their inherent limits. The film moves along with the story of the blind and deaf girl name Michelle. She overcomes obstacles to obtain a bachelor's degree with the help of her instructor, Mr. Sahai.

**English Vinglish** is a 2016 film that portrays the role of a housewife, Shashi, who is often underestimated in society. The movie highlights the importance of women staying at home and fulfilling their roles as wives and mothers, emphasizing the importance of recognizing and honoring their contributions.

**Lipstick Under My Burkha** released in 2016 is a film that addresses social stigmas associated with female sexuality and portrayed the aspirations and longings of four women who reject the limitations imposed by society. The director adeptly narrates the stories of women who must resort to deception, dishonesty, and concealment to live their genuine lives.

**Parched** is an intellectually stimulating film that examines three women's experiences living in rural Rajasthan, focusing on complex topics such as sexuality, patriarchy, and the pursuit of independence. The film explores the stories of Rani, Lajjo, and Bijli, all victims of long-standing customs such as underage marriage, physical abuse, drunken husbands, and societal indifference.

**Chak De India** is a 2007 film that explores religious intolerance, gender discrimination, and biases based on geographical origins. The Indian Hockey Federation recognized the film's impact in winning the Asia Cup in 2007.

**Rang De Basanti** is a 2022 film that explores the stories of Indian liberation fighters from the past to motivate and inspire today's youth. The film had a significant influence in promoting youth activism, leading to street demonstrations against the Indian reservation system, Priyadarshini Mattoo rape case and Jessica Lal murder case.

**Darlings** is a 2022 film that centers around the lives of Badrunissa, who endures mistreatment from her spouse. The film presents it as a dark comedy without diminishing its seriousness, highlighting significant matters such as a woman asserting her autonomy and dignity while also reflecting society's realities.

**Jayeshbhai Jordaar** is a film that sheds light on the criminal act of female infanticide, the desire for a male offspring, and other forms of discrimination that persistently subjugate women.

**Pink** is a courtroom drama that explores the concept of permission and emphasizes the significance of honoring women's decisions.

**Bulbul** is a satirical critique of Indian society, specifically addressing the commercialization and exploitation of religion.

**OMG: "Oh My God!"** is Contemporary cinema no longer produces films of this nature. The film, helmed by Umesh Shukla, serves as a satirical critique of Indian society, explicitly addressing the commercialization and exploitation of religion. An obsolete topic.

**Jolly LLB** is a comedic film that critiques the legal system in India, focusing on the challenges faced by laborers who are paid daily. The film also highlights issues of monopolies, corruption, and oppression.



**Peepli Live** is a satirical video that addresses the pressing subject of the escalating number of farmer suicides in India. The film explores the media and politician's reactions to these incidents, which have a significant role. Farmers suicides escalate significantly due to the unfavorable farming environment and the exploitation they face from banks and dealers.

**Masaan** is an exceptionally potent film that delves into the themes of poverty and social stratification. The narrative consists of two parallel storylines: Devi, who is ostracized by society after being found in a hotel room with her boyfriend, and Deepak and Shaalu, who are responsible for cremating deceased bodies in the Crematory. The film emphasizes the romantic relationship between Deepak and a girl from a higher social caste and the societal disparities they face.

**Lagaan** is a narrative set during the pre-independence era that depicts the oppressive rule of the British on impoverished Indian villagers. The film is set in the village of Champaner and focuses on the predicament of impoverished farmers who are compelled to pay exorbitant taxes to the British government despite their inability to cultivate crops due to an extended period of drought.

**The Kashmir Files** is a drama film directed and written by Vivek Agnihotri that will be released in Hindi in 2022. The film presents a fictitious story that centres on the huge exodus of Hindu Kashmiris from the area of Indian-administered Kashmir in 1990.

**Iqbal** is a film that follows the story of Iqbal, a deaf and mute individual who dreams of becoming a professional cricketer for the Indian national team. His father, a farmer, opposes his aspirations due to financial constraints and the need to prioritize their impoverished circumstances. Despite these challenges, Iqbal overcomes them and secures a position in the Indian cricket squad.

**Gangs of Wasseypur** Anurag Kashyap's film, which delves into the Dhanbad coal mafia, has garnered plaudits for its gripping narrative and intricate plotting. A stellar ensemble cast, including Manoj Bajpai, Nawazuddin Siddiqui, Huma Qureshi, Richa Chadda, and Tigmanshu Dhulia, features in the movie. The protagonist of the 1960s biographical drama Gangubai Kathiawadi is a young woman named Gangubai who runs brothels in Kamathipura, Mumbai.

**Super 30** is a film that portrays the real-life story of Anand Kumar, a brilliant mathematician and professor. Set in Bihar, the movie follows Kumar's dedication to mentoring underprivileged but highly talented individuals, helping them solve IIT admission exams and achieve success as individuals. Despite criticism for its casting choices and perpetuation of colorism, the film's unflinching portrayal of the harsh reality remains intact.

**Gangubai Kathiawadi** The news of the movie, in which Alia Bhatt plays a completely new and unknown character, created a lot of excitement among viewers because Sanjay Leela Bhansali made it. The 1960s biographical play is around Gangubai, a young woman who ran the brothels in Kamathipura, Mumbai. The movie is based on a particular section of the novel "Mafia Queens of Mumbai" by Hussain Zaidi. In this production, Alia Bhatt plays the lead role of a strong lady in a society where passionate men and brothels rule.

**Article 15** is a film that closely examines the widespread corruption present in police departments and government institutions. It focuses on the concealment of the gang-rape and murder of three young girls belonging to a lower caste, drawing inspiration from the Badaun massacre. Ranjan's profound difficulty in comprehending the severe mistreatment inflicted upon the Dalits in the central region of the country is

evident. From a distant vantage point, everything appears to be in acceptable condition.

**Aarakshan** a 2011 film by Prakash Jha, explores the issue of caste-based reservation in government and educational institutions. The film follows Dr. Prabhakar Anand, the principled dean of a college in Uttar Pradesh, as tensions escalate between Dalit students and upper-caste students due to manipulative political tactics in the education system. The film presents a reflection of society that we either consciously overlook or deliberately disregard.

**Taare Zameen Par** released in 2007, is a critically acclaimed Indian National Award-winning film that questions the conventional schooling system. It tells the story of Ishaan, a juvenile boy sent to a residential school due to his subpar scholastic achievements. The film highlights the unique abilities and knowledge acquisition of each child without suggesting any sense of inferiority.

**I Am Kalam** released in 2010, follows Chhotu, a disadvantaged child, who pursues his aspiration for an education. The film emphasizes the importance of education, particularly for underprivileged segments of society, by highlighting the child's thirst for knowledge rather than poverty.

**Animal** is a 2023 Indian Hindi-language action-drama film directed by Sandeep Reddy Vanga and produced by T-Series Films, Bhadrakali Pictures, and Cine1 Studios. It follows Vijay Singh, son of industrialist Balbir Singh, who returns to India after eight years and learns of Balbir's assassination attempt. Vijay starts an extramarital affair with Zoya, who reveals Balbir's intentions.

**Kabir Singh** The 2019 Indian romantic drama film, directed by Sandeep Reddy Vanga, follows Kabir Rajdheer Singh, the son of tycoon Rajdheer Singh, who struggles with anger management and oppositional traits. After a brawl, he meets Preeti Sikka, but their relationship is thrown out by Harpal's father. Kabir becomes a successful surgeon and high-functioning alcoholic.

#### **Data Analysis:**

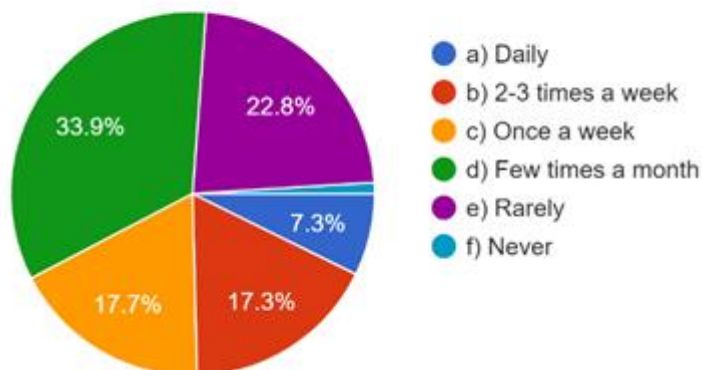
For data analysis, as primary data, a survey was conducted to numerically understand the impact of films on the young population of India.

The method used for collecting the responses was google forms. The form had 20 questions related to the films in India, multiple choices were giving to the responders to choose their opiniated answer.

508 responses were collected, between the age group of 18 to 29 years old. Here is the analysis drawn out from each question.

### 1. How frequently do you watch Indian films?

508 responses



#### The time consumption at which one watches films.

The question tends towards understanding the time and pattern of watching films among youth.

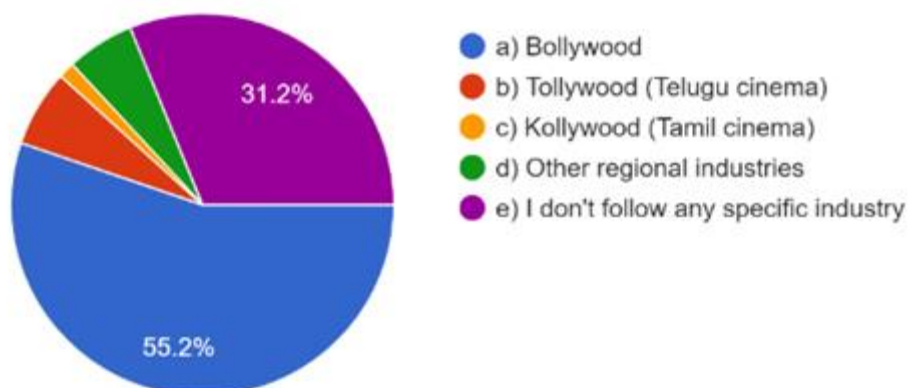
508 responses

- a) Daily – 7.3%, 37/508
- b) 2-3 times a week – 17.3%, 88/508
- c) Once a week- 17.7%, 90/508
- d) Few times a month- 33.9%, 172/508
- e) Rarely- 22.8%, 116/508
- f) Never- 1%, 5/508

Observation- In this case it is observed that most of the people from the given set of sample size watch films few times a month along with few of them rarely watch a movie, consumption of films once, twice or thrice is also observed. This suggest that people from the sample collected have tendency to indulge themselves in the activity of watching movie, those who don't find themselves watching movie are aware of the fact that majority of people do consume this activity.

### 2. Which Indian film industry do you primarily follow?

507 responses



### Primarily followed Indian Film Industry

The questions inclining towards understanding the primary choice of Cinema Industry among the young population.

507 responses

a) Bollywood - 55. 2%, 280/508

b) Tollywood (Telugu cinema) – 6.5%, 33/508

c) Kollywood (Tamil cinema) – 1.4%, 7/508

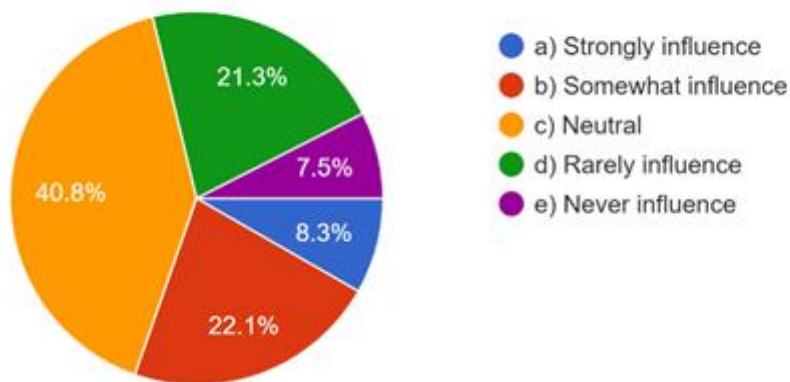
d) Other regional industries – 5.7%, 29/508

e) I don't follow any specific industry – 31.2%, 158/508

Observation- It is observed that majority of responders have selected Bollywood that is Hindi language cinema as their primary choice to watch followed up by few responders choosing not to sticking with any specific industry and being diverse when it comes to choosing their content. This suggest that Bollywood have a strong demands and comes forward as a primary choice for the responders.

### 4. How do Indian films influence your lifestyle choices or beliefs?

507 responses



### Influence of Indian Films on lifestyle, choices and beliefs.

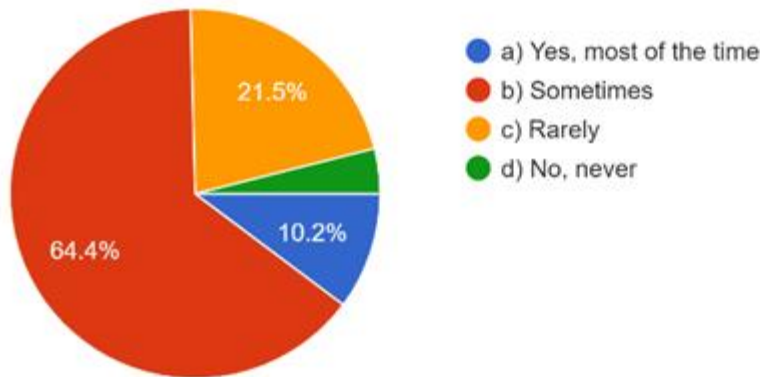
The question tends to understand the influence of films on the lifestyle choices and beliefs of the youth in India.

507 responses

a) Strongly influence -	8.3%	42/507
b) Somewhat influence	22.1%	112/507
c) Neutral	40.8%	207/507
d) Rarely influence	21.3%	108/507
e) Never influence	7.5%	38/507

Observation- It is observed that within given sample majority of people think that there is a neutral influence of films on the lifestyle choices and beliefs. Some of them have recorded their statements as the films have a somewhat influence also. This concludes towards understanding that yes films do have an influence over the lifestyle choices and beliefs of Indian youth. Films do shape young minds and play a vital role in their decision making.

**5. Do you believe Indian films accurately portray societal issues and realities?**  
508 responses



**Understanding whether Indian films accurately portray societal issues and realities.**

The question tends to understand the belief of youth about whether Indian films accurately portray societal issues and realities. As we had stated earlier films have a major responsibility of empowering society.

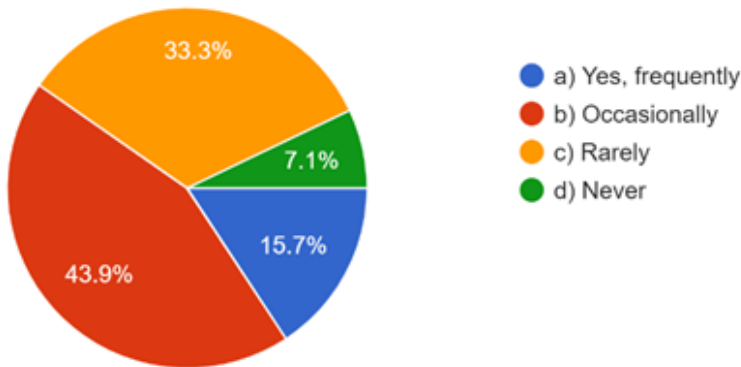
508 responses

- a) Yes, most of the time – 10.2%, 52/508
- b) Sometimes – 64.4%, 327/508
- c) Rarely – 21.5%, 109/508
- d) No, never – 3.9%, 20/508

Observation- It is observed that it is clearly visible within the current sample, majority of peoples viewpoint is that films sometimes do portray societal issues and realities, while contradictor to this observation made few people also have a viewpoint that films rarely portray social issues and realities.

## 6. Have you ever been inspired by characters or stories in Indian films to take action or make changes in your life?

508 responses



To understand whether one gets inspired by characters or stories in Indian films to take action or make changes in their life?

The question tends to understand whether the youth get inspired by characters or stories in Indian films to take action or make changes in their life, whether they have a direct impact and influence of the characters and the stories they choose to be the one inspiring them. It also studies the philosophical and psychological impact on the young minds.

508 responses

a) Yes, frequently – 15.5%, 80/508

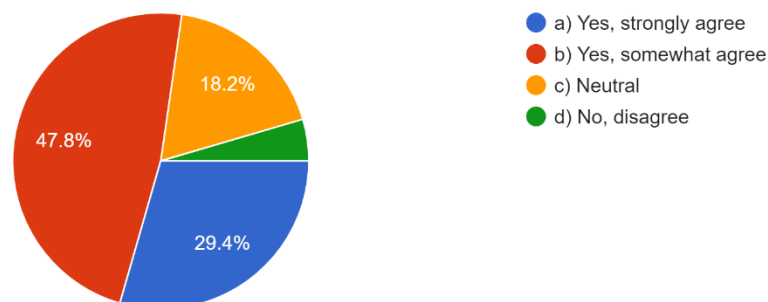
c) Rarely – 33.3%, 169/508

d) Never – 43.9%, 36/508

Observation- It is observed that most of the people from the sample get occasionally inspired and influenced by the characters or stories in Indian films, this influence also induces change in their lifestyle and behavioural patterns. Whereas the study also demonstrates that few of the people from the sample are rarely influenced by the Indian cinema its stories and characters.

## 7. In your opinion, does Indian cinema have the potential to bring about social change?

506 responses





### Potential of Indian cinema bring about social change

The question tends to study the whether Indian cinema have the potential to bring social change.

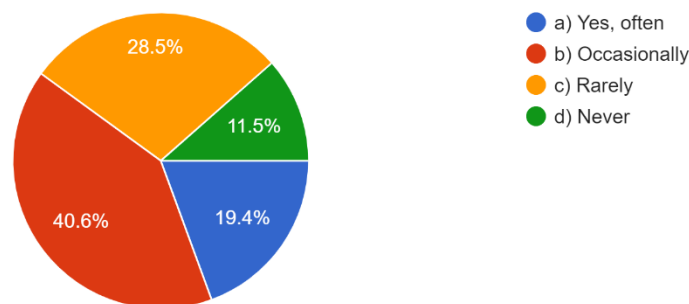
506 responses

- a) Yes, strongly agree- 29.4%, 149/506
- b) Yes, somewhat agree – 47.8%, 242/506
- c) Neutral – 18.2%, 92/506
- d) No, disagree – 4.5%, 23/506

Observation- It is observed that majority of the people from the sample somewhat agree to the point that Indian cinema have the potential to bring social change and empower people based on caste, gender, education and various segmentations of the society

9. Do you engage in discussions or debates about Indian films and their societal impact with your peers?

505 responses



### Discussions or debates about Indian films and their societal impact with your peers.

The question tends to understand the engagement of people on debates and discussions about Indian films among their social spheres.

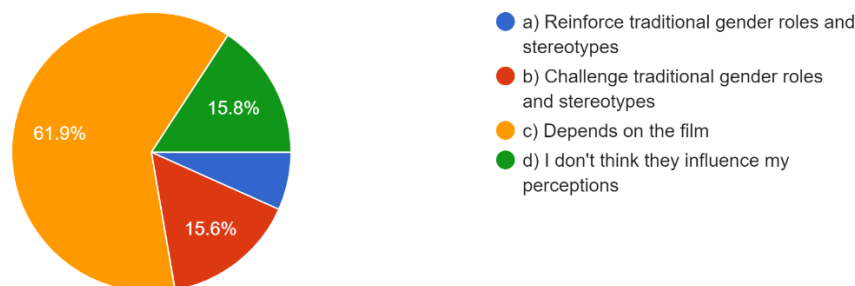
505 responses

- a) Yes, often - 19.4%, 98/505
- b) Occasionally – 40.6%, 205/505
- c) Rarely – 28.5%, 144/505
- d) Never – 11.5%, 58/505

Observation- It is observed that majority people from the sample do indulge in the discussions and debates about the Indian films on their social sphere. This concludes to a significantly healthy topic that there is a censorship and a system that reviews about the content that is being curated and created for the consumption of the youth, these discussions and debates makes sure that the content creators of these films are being reviewed in depth and are watched out. This enriches the communication process and bring people together as a community and helps in developing a positive culture where art is a primary aspect of living.

#### 10. How do Indian films influence your perceptions of gender roles and stereotypes?

507 responses



#### Influence of Indian Films on perceptions of gender roles and stereotypes

The question represents the crucial topic about how gender roles and stereotypes are being portrayed in the Indian cinema and how does this portrayal influence the perceptions about gender roles and stereotypes.

507 responses

a) Reinforce traditional gender roles and stereotypes – 6.7%, 34/507

b) Challenge traditional gender roles and stereotypes -15.6%, 79/507

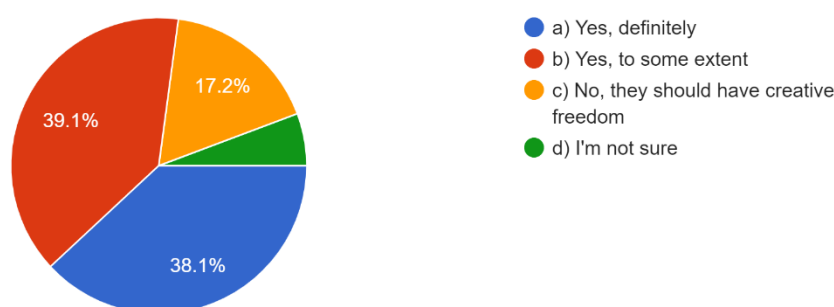
c) Depends on the film – 61.9%, 314/507

d) I don't think they influence my perceptions – 15.8%, 80/507

Observation- It is observed that from the given sample of the people, majority has an opinion that the influence of the cinema on their perception of gender roles and stereotypes depends upon the film that they are watching where people also have the opinion that says films challenge traditional gender roles and stereotypes as well as in few cases it also reinforces challenge traditional gender roles and stereotypes.

#### 12. Do you think Indian filmmakers should be more responsible in handling sensitive topics such as religion, politics, and sexuality?

507 responses



## Indian filmmakers should be more responsible in handling sensitive topics such as religion, politics, and sexuality

The question here rightly points out that Indian filmmakers should be responsible when it comes to handling sensitive topics such as religion, politics and sexuality. These topics can be sensitive to various segments of society and can have an adverse effect on the social balance.

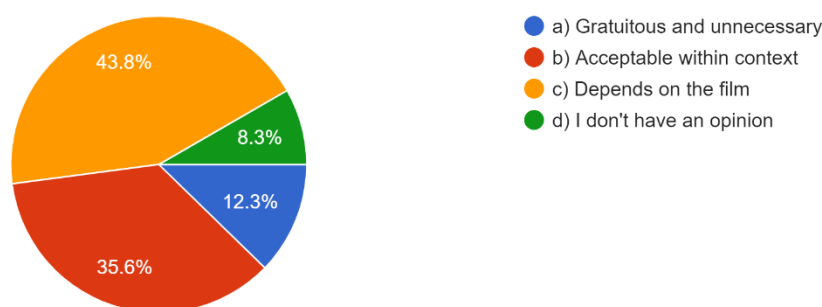
507 responses

- a) Yes, definitely – 38.1%, 193/507
- b) Yes, to some extent – 39.1%, 198/507
- c) No, they should have creative freedom – 17.2%, 87/507
- d) I'm not sure – 5.7%, 29/507

Observation - The observations that is being discovered here is majority of the participants has an opinion that filmmakers should be responsible in handling sensitive topics such as religion, politics, and sexuality, at some extent, few of the participants also think that they should be definitely responsible in this case. As these topics have ability to create tension and disturbance among the social sphere as well as they can empower people and culture and its diversity at the same point.

16. How do you perceive the portrayal of violence in Indian films?

505 responses



## Perceiving the portrayal of violence in Indian films

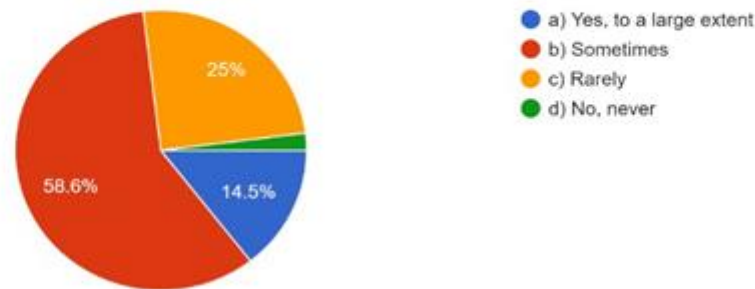
The question is trying to collect the opinion of youth about how do they perceive the portrayal of violence in Indian films, Violence can have a severe effect on shaping the minds of the young population of India, it can psychologically affect the youth demoralising the social elements, making them walk on the path that not only puts them in trouble but can adversely affect the people around them, the examples can be the rape, murder, torture and quarrel scenes that are shown through films.

505 responses

- a) Gratuitous and unnecessary - 12.3%, 62/505
- b) Acceptable within context – 35.6%, 180/505
- c) Depends on the film – 43.8%, 221/505
- d) I don't have an opinion – 8.3%, 42/505

Observation- Violence has an impeccable effect on minds of youth if it is deliberately pushed again and again and glorified to create biased narratives and angles. Here it is commonly observed among the participants that they are inclined towards the statement which expresses the violence shown in the film ultimately depends on the structure and storyline of the film and the requirement of its theme if it aligns somehow with depicting the violence. Most of the participants also accept it if it runs parallelly with the content.

15. Do you think Indian films accurately represent the challenges and aspirations of the youth in India?  
505 responses



### To understand whether the Indian films accurately represent the challenges and aspirations of the youth in India

The question tends towards understanding whether accurately represent the challenges and aspirations of the youth in India as it is very crucial to understand whether the struggles of life of youth of India has been getting portrayed on the big screen in a manner which is real in facts and whether any miss information or biases are being spread under the films that represents the youth population of India.

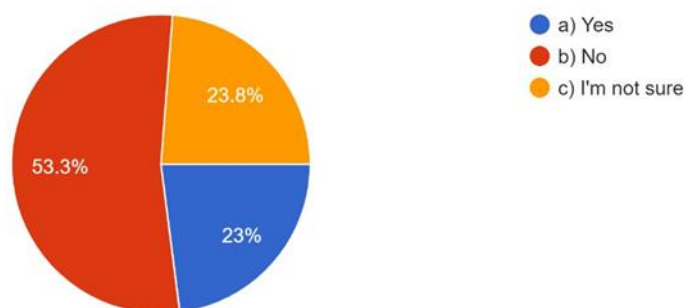
505 responses

- a) Yes, to a large extent – 14.5%, 73/505
- b) Sometimes - 58.6%, 296/505
- c) Rarely – 25%, 126/505
- d) No, never – 2%, 10/505

Observation- This question holds a significant importance, the youth population of India holds the power to bring out new social changes, transform patriarchy, stereotypes and traditional system and rituals that challenge the mental and physical stability of humans in today's literate and technical modern society. The participant's opinion about this question is that the filmmakers sometimes accurately represent the challenges and aspirations of the youth in India. This means that few of them fumble with the reality and twist it to gain popular response and praise and they also distort the real balance of lifestyle to give a dream effect.

### 17. Have you ever boycotted a film or filmmaker due to controversies surrounding them?

505 responses



#### Boycotting a film or filmmaker due to controversies surrounding them

The questions tend towards asking the youth about whether they have ever boycotted a film or filmmaker due to controversies surrounding them, this may reflect to the cancel cultural and the social pressure along with peer pressure and its influence on the youth's decision making.

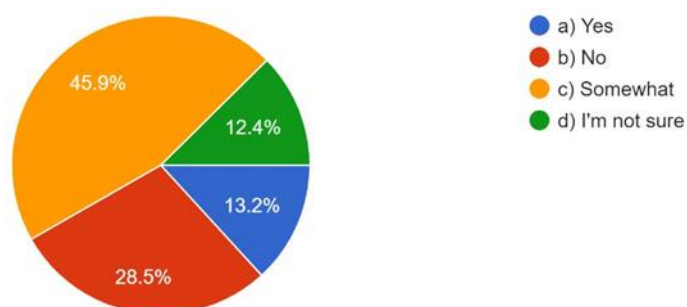
505 responses

- a) Yes – 23%, 116/505
- b) No – 53.3%, 269/505
- c) I'm not sure – 23.8%, 120/505

Observation- Observations suggested that the participants say they do not boycott film or filmmaker due to controversies surrounding them. This makes a profound statement that people follow their own opinion and consciousness and beliefs and tries to decide what their set of mind states rather than getting influenced by the cult and follow the trends blindly, this also makes a paramount positive remark that people do try to judge the issues on their own rather than getting influenced any bias, narrative and angle impact their decisions and thoughts.

### 18. Do you feel Indian films adequately represent and address mental health issues?

508 responses



#### Representing and addressing mental health issues

The question is demonstrating whether Indian films represents and address the mental health issues, if they do then at what extent, as we all know in today's world maintaining mental health has been a significantly important, with the advent of increasing mental health diseases and issues it is crucial to understand whether

films represent mental health with proper facts and whether films are contributing in empowering mental health awareness among the society and youth culture.

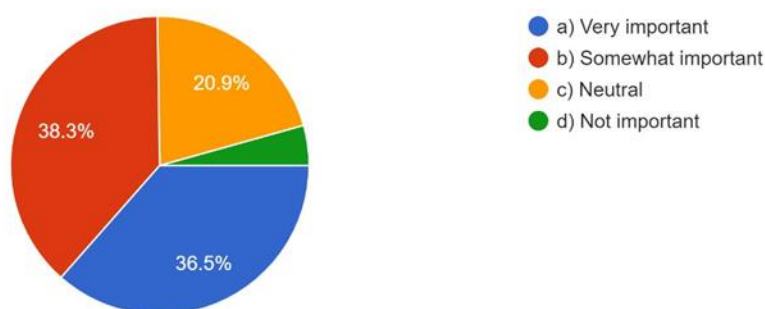
508 responses

- a) Yes – 13.2%, 67/508
- b) No – 28.5%, 145/508
- c) Somewhat- 45.9%, 233/508
- d) I'm not sure – 12.4%, 63/508

Observation- Participants are inclining towards the fact that somewhat Indian films adequately represent and address mental health issues and few of them also suggest that mental health issues are not significantly getting covered in the medium that has numerous amounts of people who follow it with all their heart and interest. This raises a concern which indicated that Indian cinema is still lacking in covering issues which are social and have a significant amount of influence in everyday life of people ranging from all ages. Indian cinema does represent social issues but the question that is getting observed here is does Indian cinema categories social issues. Do they cover issues which are trending and popular and have a significant audience backing behind them, are the issues which are still considered as taboo are getting their equal of representation and screen time is the real question that the society should be concerned about.

19. How important do you think film festivals are for promoting Indian cinema globally?

507 responses



### Importance of film festivals in promoting Indian cinema globally

The question tends to collect the opinion of the youth populations of India about the topic which is significant. It is trying to draw out the importance of film festivals in promoting Indian cinema globally.

507 responses

- a) Very important – 36.5%, 185/507
- b) Somewhat important – 38.3%, 194/507
- c) Neutral – 20.9%, 106/507
- d) Not important – 4.3%, 22/507

Observation- Film festivals are significant in the development of cinema industry in India, all the participants also align with this thought, film festivals provide the youth and aspiring film maker to produce films and cinematic art which are independent, covers issue which are repeatedly ignored by the popular cinema and



also create an opportunity for the young aspirants to showcase their talent which get ignored under the pile of nepotism, industrial employment competition and stereotypes. It helps these filmmakers to express their free thought without the interference of any identity, individual or corporations.

### **Findings of the study**

The study reveals that the majority of Indian youth watch films a few times a month, with Bollywood being the primary choice. The top genre choices among the youth are Comedy, Romance, and thriller, while drama and action are highly promoted. The majority of participants believe that movies play a neutral influence on their lifestyle choices and beliefs, shaping young minds and playing a vital role in their decision-making process. The majority agree that Indian cinema has the potential to bring social change and empower people based on caste, gender, education, and various segmentations of society. However, 268 out of 506 respondents think that the representation of diversity culture in Indian films is somewhat accurate but could be better. 33.2% of participants think that the representation is limited and stereotypical.

People engage in discussions and debates about Indian films on their social sphere, which highlights the importance of censorship and a system that reviews content created for the consumption of the youth. Celebrity endorsements in Indian films have a neutral impact on purchasing decisions, as they put a second in the audience's minds when considering the product.

Violence can have a severe effect on shaping the minds of the young population of India, demoralizing social elements and making them walk on paths that not only put them in trouble but also adversely affect those around them. Participants generally accept statements that express violence in the film, as long as it aligns with the film's structure and storyline.

Indian cinema is criticized for not adequately covering social issues that significantly influence everyday life, and the question of whether taboo issues receive equal representation and screen time is a concern. Film festivals play a crucial role in the development of the Indian cinema industry, providing opportunities for young filmmakers to produce independent films and cinematic art.

### **Discussion and Conclusion**

Indian youth value cinema for various reasons, including cultural reflection, entertainment, escapism, social issues, professional opportunities, inspiration, technological advancement, cultural empowerment, and community building. Indian film influences young minds' thoughts, leading them towards ethical standing, preserving cultural heritage, and promoting cultural bonding. It serves as an interface between generations, offering entertainment and escaping daily troubles. Indian movies often address complex societal issues like poverty, corruption, gender issues, and injustice, encouraging young people to think carefully before taking actions.

The Indian film industry, particularly Bollywood, offers a broad spectrum of career and monetization opportunities in fields like acting, directing, writing, cinematography, and editing. It also serves as a cultural ambassador, fostering appreciation and understanding of others from other cultures. The film industry also helps young people develop a more well-rounded worldview by exposing them to perspectives and experiences from around the globe.

In conclusion, Indian cinema plays a crucial role in developing identity, values, and aspirations of young people in India. To better reflect the interests and concerns of the youth, Indian cinema should explore more diverse and realistic narratives, address social issues, incorporate innovative storytelling techniques, and embrace emerging trends in technology and digital media. Films that contribute to meaningful and positive change in society should be made with more creative freedom, less restrictions from policy makers, equal opportunities for artists, innovative thinking, and sufficient resources.

The Indian youth should be given more opportunities to develop their talents and contribute to nation-building through films that touch on core values. These films should be realistic, addressing diverse topics and promoting education in various fields. They should also be aimed at fostering a sense of nationalism and respect for aspiring talents. However, it is important to recognize the potential negative effects of films, such as unrealistic depictions, influencing behaviour, diversion from productive pursuits, perpetuating cultural stereotypes, and promoting consumerism. Overall, more youth-centric films should be produced to promote cultural awareness and encourage positive behaviour.

Key players in the film industry, parents, educators, and politicians should advocate for responsible narrative, media literacy, analytical thinking, and open communication to empower the youth to make informed choices, embrace diversity, and contribute constructively to their communities and society

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