



Impact of Films on Society and Individuals

Mr. Mahesh Krishna Mali

Assistant Professor, Department of English, Bharati Vidyapeeth's Matoshri Bayabai Shripatrao Kadam
Kanya Mahavidyalaya Kadegaon, Dist. Sangli State- Maharashtra
Email- 1983malimahesh@gmail.com, Contact No – 9422670283

Abstract:

The common definition of literature is, 'literature is the mirror of society or literature is criticism of life'. Literature forms one of the six classical arts and film or cinema is considered as seventh arts. It combines all the six arts such as painting, dance, singing, sculpture etc. Literature and films have remained closely related to each other since the inception of cinema. Film is a machine art which is depending on mechanical equipment for both its creation and exhibition. It relies on our illusions and our acceptance that pictures are essentially moving when off course they are not. It is an art and recording medium like print. It uses camera and can record music, drama, painting, operas sculpture and any other arts. Camera plays an important role in making the film. The narrative of the films moves with the camera and it acts as an eye of the audience. Films have great impact on the lives of people.

Literature and films are complementary and interdependent on each other. Films borrowed the material from literature and literature is also written on films. Both, literature and films reflect each other and often referring to each other. Likewise films also reflect society and individuals. Films are easy to understand but it is difficult to explain. A good films change your perception of society and individuals. It changes your attitude towards the world and changes how you see your relationships with other people. It also changes how you see the past and future. It guides us in our life journey and how you see what's possible in future. The most important is it changes how you see yourself. Thus, Films have positive as well as negative influence on people. The present paper tries to study the influence of films on individual and society.

Introduction

Literature is considered as reflection and introspection of society. The purpose of literature is to entertain, educate the people and to give knowledge to the readers. It deals with the stories, either in the form of verse or prose. People like to listen and tell stories from ancient time. In the past stories were transmitted orally from one generation to another. With the invention art of writing, stories were written and people like to read it. The origin of the movies and motion pictures began in late 18th century with the invention of the motion toys. There was great advancement in film and motion picture technology during the 19th century. Expansion in editing, backdrop and visual flow motivated many inspiring film makers to push into new creative medium. The films could deliver the theme and language of literature. The movies were about the people and around the people. The members of the middle class and upper classes as well as lower classes began to watch films. The films depict the conflict of individual and society or aspirations of people, so people like to see the films. This situation encouraged film makers to turn more to literature for stories and characters.

Films are the best medium to depict society or culture because it is popular mass media. Films were made with different purpose. Early films were used to screen First World War propaganda. Apart from entertainment, some films are made for money making while others are created for social awareness. During the World War II Hitler and Stalin used films for propaganda of their ideologies and they got success in it. Likewise some films can be educational and inspirational. They can bring a change in society or in the minds of people. Films portray someone's imagination particularly the directors or producers and inspire us. Good films arouses different emotions and make us feel happy, sad, thrills us. Realistic films help us to understand human behavior in better way.

Films are important medium of communication and entertainment. It has great impact on society and individual life because it helps us to understand the society and also connecting to the people of other culture. As films are about and around the people, it reflects the problems of society and makes us familiar with them. It also enhances or gives knowledge of society and make aware about the different issues. Films inspire people to broaden their thinking and imagination.



There are different categories of films such as documentary films, comedy films, horror movies, science fiction films, romantic films, historical films, actions films, thrillers etc. Each category of films has different appeal to the spectators. The comedy films make up your mood. People can laugh with comedy films and cry with tragic or sentimental films. They can scream with horror films and thrills with science fiction films. We learn our past and culture through historical films. We get good knowledge or information from the documentary films. We can see the scenes of the world which you probably never would. Films depict social life as well as a political life of the people. They are either realistic, imaginative or combination of both.

The films which have motivational or inspirational values can build the confidence of viewer. Some films depict the success story of some persons in particular field. They are either realistic or imaginative stories but they have great impact on audience. People inspire from these stories and work hard to achieve their goal. Films motivate to individuals or society to make career in particular thing in life. For instance, some films that focus on how individuals can develop from a poor background to become rich or successful. For example, the Hindi films like *Bhag Milkha Bhag*, *Sultan*, *Dangal*, *Chak de India* etc these films have inspired many young people from the sport field. These films helped to boost their confidence and achieve their goal.

Apart from building the confidence, films also responsible for making social change or creating social awareness. Films have large audience and we can reach to the society through films. We can inform or inspire social change through reflecting society in the films to among audience. Films reflect the values of society based on the culture and history of particular nation. Some films focus particular issues of society such as poverty, unemployment, corruption, religious conflict etc. which creates awareness among the society about the particular social problems. Such films inculcate social values in individuals and society.

With advancement of science and technology, there is change in making the films. It not only changes the methods or techniques of making films but also themes or stories of the films. Many documentary films were made about the inventions and discoveries which help to develop scientific temperament among the youth. We see lot of Hollywood and Bollywood films based on the themes of science and technology. It is about medical science, technological innovations different diseases. These films include *Terminator*, *Robot* etc. These scientific films have great impact on the lives of people and change their attitude.

Some films expand our knowledge of history and culture. Film producers or directors take interest in history or past events and made films on it. People can understand their past better way on looking on the screen through the films than reading in history books. Such historical films create interest about the historical characters or events. They can also review our opinions of the history. The films based on historical events can expand the knowledge of the viewers. Apart from the expanding historical information, films also taught some cultural values. Every nation has its own cultural values and these values can be inculcated through the films. Films describe and explore different cultures around the world.

Entertainment is one of the important purposes of films. People try to find different modes for entertainment. Some gets pleasure in reading others become happy in playing, some like travelling while other like paintings. Films are modern medium of entertain which is very popular among the people worldwide. People like to watch films for entertainment purpose. Many theaters were introduced for viewing the films. Television also shows films. Thus, films become popular mode of entertainment among the children, young and old people. Every one seeks pleasure from films according their taste. Some like horror movies while other fears the horror movies. Comedy films or Masala films are famous in Bollywood.

Some films have educational values and spread the importance of education in the transformation of people's lives. Education is the backbone on any nation and the future of nation depends on the good education of children's and youths. Being a popular medium of mass communication, films are used in educational field for the purpose of teaching learning. Students can easily understand the content and subject through films. Films can encourage and motivate the students for learning and acquiring knowledge of the particular field. The documentary films on National Geography and Discovery Channel are very informative and useful for students. The Bollywood films such as *Tare Jamin Par*, *Three Idiots* etc. have inspired many students and also parents. The films helped to understand the education process.



Song and music creates or changes mood of people. Bollywood films are mostly musicals and are expected to contain catchy music in the form of songs and dance. Indian cinema has come to be known to the world because of its musical dimension with its song and dances. The dancing in Bollywood films is primarily modeled on classical Indian dance style or folk dances in modern films. Indian dance elements often blend with western dance style. Bollywood employ people from all parts of India belong to different class, cast and religion. It attracts thousands of aspiring actors and actress, models and beauty contestant, television actors, theatre actors and even common people came to Mumbai with the hope and dream of becoming Star or Actor.

Films are also used for advertisement of different product. Films have millions of viewers and it is good platform to advertise their product to masses of audience. So production companies ask to the film producers or studios to include their product in their films. Sometime the popular actors or actress of the films are used to advertise the product. So this has great impact on the audience and people try to buy and use the particular product.

Films also have some negative influences on the life of people or society. People try to imitate things they have seen in films constantly and in different ways. Looking crime movies some people involve in crimes instead of decreasing crimes. Many films show corrupt political leaders and police officers which is also negative influence on society. The portrayal of girls or women and sexual abuse in films has negative impact on people and violence against woman or rape cases are increasing rapidly. Violence in films can be very influential to many young viewers. People try to be like a character in the films and try to behave in same manner in real life. Beside that young people inspire to smoke and drink watching their favorite character or actors in the films.

Conclusion

Films are powerful tools of entertainment and education. It affects us powerfully because the combined impact of images, music, dialogues, lightening, sound and special effects. The films have capacity to change the mind of individual or society. They can help us to understand our own lives better way and the lives of the people around us, society and culture of particular nation. It expands our knowledge of history and culture in different way. It has educational impact on the life of students. Films are also used to advertise of different product which effects on the minds of people and convince them to buy a product. It also makes up our mind in a creative way. Thus films have positive as well as negative influence on the society and individuals.

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