

COMMUNAL REPRESENTATION IN BOLLYWOOD MOVIES: A STUDY OF YOUTH

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Abstract: The study attempts to identify how does the youth feel and behave after watching Bollywood movies that predominantly carries Communal representation. Previous studies suggest that Indian cinema often portrays a negative image of Communal' (Muslim) in Bollywood. This research paper aims to understand the current mindset of the youth. The results show that even today a considerable percentage of youth believes that Bollywood still portrays a negative image of Communal characters.

Keywords: Communal, Bollywood, Indian Cinema, Movies.

I. INTRODUCTION

Ever since its beginning, Cinema is considered as an important platform that reflects values and culture of a society. Indian cinema too, especially the Bollywood, has a great impact on the minds of its viewers. When it comes to Islam based movies or Communal representation in Bollywood movies, there exist numerous. Some of the very popular examples include Anarkali, BaijuBawra and Mughal-e-Azam of early times; Mission Kashmir, Fiza and Fanna in the middle phase; Ishaqzaade, Shahid and Haider of recent times.

Bollywood Movies are all the rage in India as almost every Friday the silver screen is out with a blockbuster. Most Indian movies are released with the aim of entertaining and sending across a message to the public at large. These movies often capture realities of day-to-day life that are maneuvered into an interesting story. The viewers thus get a peek into the life stories of various cultures and societies. Talking about the young viewers of Bollywood, they are the most aggressive and thus more affected from what is shown through movies. Also, it is the youth that shapes the future of our country and therefore a study of the mindset of youth holds value to the core.

II. OBJECTIVES

Broader Objective:

The major objective of this study is to study the attitude of youth towards Communal representation in Bollywood Movies

Specific objectives:

1. To identify whether the youth watches Bollywood movies with predominantly communal characters.
2. To find out the reason for watching Bollywood movies that focus on Islam or Communal
3. To gauge the level of influence of Communal characters on the mindset of the youth
4. To understand what is most liked and how does the youth feel after watching Communal portrayals in Bollywood movies.

Hypothesis:

1. In Bollywood movies Muslim communal presents in negative characters.

III. METHODOLOGY

Survey method has been adopted for this research. The sample included 100 respondents between the age group of 16-25 years. Researcher used the random sampling in this research paper. The frequency, percentage and One-Way ANOVA for the testing the data by the researcher

Tabulation and Analysis:

Table.1. Watching the communal movies-

Watch Communal based movies	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	98	98.0	98.0	98.0
No	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Table 1 depicts that 98 % reported that they watch Bollywood movies with predominantly communal projection. Only 2% respondents, on the other hand, reported that they do not watch Communal based Bollywood movies.

Table 2 (a) Reason for watching movies-

Why watch Communal based movies	Frequency	Percent	Valid Percent	Cumulative Percent
For entertainment	37	37.0	37.0	37.0
For Information	24	24.0	24.0	61.0
For Time pass	24	24.0	24.0	85.0
All above variables	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Table 2 (b)

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	F- Value	P- Value
Between Groups	16.810	1	16.810	16.262	.000
Within Groups	101.300	98	1.034		
Total	118.110	99			

The statistical table 2 (a) and (b) shows why patriotic movies are watched by respondents. The frequency of the table is for entertainment is (37), information and time pass (24) and all above variables are 15 shows in table 2. The computed ANOVA value is 118.110 greater than its tabulated value at 5 % level of significance. Here is significant variation source of variation of education with respect reasons for why patriotic movies are being watched by the respondent. The Mean square values are 16.810 and 1.034. The F- value is 16.262 which is higher than its tabulated value at 5 % level of significance. P- Value is .000 it is statistically identified as significant (.005 > .000).

Table 3 (a) Influenced by Communal based Bollywood movies:

Influenced by movies	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	46	46.0	46.0	46.0
No	3	3.0	3.0	49.0
Little bit	44	44.0	44.0	93.0
Cant' say	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Table 3 (b)

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	F- Value	P- Value
Between Groups	7.840	1	7.840	7.067	.009
Within Groups	108.720	98	1.109		
Total	116.560	99			

The statistical table 3 (a) and (b) represents that the respondents influenced by the Communal based movies. The computed ANOVA value is 116.560 greater than its tabulated value at 5 % level of significance. Here is significant variation source of variation of education with respect reasons for the respondents influenced by these movies. The Mean square values are 7.840 and 1.109. The F- value is 7.067 which are higher than its tabulated value at 5 % level of significance. P- Value is .009 it is statistically identified as insignificant (.005<.009).

Table 4 (a) Factors in Communal movies:

Like most in movies	Frequency	Percent	Valid Percent	Cumulative Percent
Songs	24	24.0	24.0	24.0
Dialogues	22	22.0	22.0	46.0
Story	21	21.0	21.0	67.0
Character dynamics	9	9.0	9.0	76.0
All above variables	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Table 4 (b)

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	F- Value	P- Value
Between Groups	2.890	1	2.890	.836	.363
Within Groups	338.900	98			
Total	341.790	99	3.458		

The statistical table 3 (a) and (b) shows the why communal movies are watching by the respondent. The frequency of the table is songs are (24), dialogues are 22, story are 21 character dynamics (9) and all the variables are (24) by the respondents. The computed ANOVA value is 341.790 greater than its tabulated value at 5 % level of significance. The Mean square values are 2.890 and 3.458. The F- value is .836 which is higher than its tabulated value at 5 % level of significance. P- Value is .363 it is statistically identified as insignificant (.005<.363).

Table 4 (a) Elements promoteby-

Promotes	Frequency	Percent	Valid Percent	Cumulative Percent
National Integrity	12	12.0	12.0	12.0
Humanity	12	12.0	12.0	24.0
Devotion	10	10.0	10.0	34.0
Motivation	35	35.0	35.0	69.0
Love	10	10.0	10.0	79.0
All above variables	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Table 4 (b)

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	F- Value	P- Value
Between Groups	67.240	1	67.240	34.770	.000
Within Groups	189.520	98			
Total	256.760	99	1.934		

The statistical table 4 (a) and (b) explains that Communal based Bollywood movies promote. The frequency on the table is motivation is 35, national integrity and humanity are same 12, devotion and love for country are also same 10 in table 4 (a). The computed ANOVA value is 2.56.760 greater than its tabulated value at 5 % level of significance. Here is significant variation source of variation of education with respect reasons for respondents feel that these movies promote these variables. The Mean square values are 67.240 and 1.934. The F- value is 34.770 which is higher than its tabulated value at 5 % level of significance. P- Value is .000 it is statistically identified as significant (.005>.000).

Table 5 (a) Communal movies presents as terrorist:

Communal as terrorist	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	63	63.0	63.0	63.0
No	37	37.0	37.0	100.0
Total	100	100.0	100.0	

Table 5 (b)

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	F- Value	P- Value
Between Groups	2.250	1	2.250	10.470	.002
Within Groups	21.060	98			
Total	23.310	99	.215		

The statistical table 5 (a) and (b) explains that Communal based movies are presenting the Communal as terrorist. The computed ANOVA value is 23.310 greater than its tabulated value at 5 % level of significance. Here is significant variation source of variation of education with respect reasons for Communal based movies are presenting the Communal as terrorist. The Mean square values are 2.250 and .215. The F- value is 10.470 which is higher than its tabulated value at 5 % level of significance. P- Value is .002 it is statistically identified as significant (.005>.002).

Tables 6 (a) Communal characters are presented in movies:

Communal are presented	Frequency	Percent	Valid Percent	Cumulative Percent
Positive	42	42.0	42.0	42.0
Negative	31	31.0	31.0	73.0
Neutral	27	27.0	27.0	100.0
Total	100	100.0	100.0	

Table 6 (b)

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	F- Value	P- Value
Between Groups	8.410	1	8.410	14.127	.000
Within Groups	58.340	98			
Total	66.750	99	.595		

The statistical table 6 (a) and (b) explains that communal are presented in Bollywood movies. The computed ANOVA value is 66.750 greater than its tabulated value at 5 % level of significance. Here is significant variation source of variation of education with respect reasons for respondents feel that communal are presented in Bollywood movies. The Mean square values are 8.410 and .595. The F- value is 14.127 which is higher than its tabulated value at 5 % level of significance. P- Value is .000 it is statistically identified as significant (.005>.000).

Table 7 (a) Communal characters in movies are shown most frequently in roles that are:

Characters' of Communal	Frequency	Percent	Valid Percent	Cumulative Percent
Major	31	31.0	31.0	31.0
Minor	69	69.0	69.0	100.0
Total	100	100.0	100.0	

Table 7 (b)

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	F- Value	P- Value
Between Groups	2.890	1	2.890	15.309	.000
Within Groups	18.500	98			
Total	21.390	99	.189		

The statistical table 7 (a) and (b) represents that the characters of Communal in Bollywood movies show most frequently. The frequency on the table is minor is 69 and major is 31 in table 7 (a). The computed ANOVA value is 21.390 greater than its tabulated value at 5 % level of significance. Here is significant variation source of variation of education with respect reasons for respondents shows that the characters of Communal in Bollywood movies show most frequently. The Mean square values are 2.890 and .189. The F- value is 15.309 which is higher than its tabulated value at 5 % level of significance. P- Value is .000 it is statistically identified as significant (.005>.000).

Table 8 (a) After watching Bollywood movies, what you feel about characters' of Communal?

Feel about Character's of Communal	Frequency	Percent	Valid Percent	Cumulative Percent
Sympathy	40	40.0	40.0	40.0
Annoyed	35	35.0	35.0	75.0
Neutral	8	8.0	8.0	83.0
Other	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Table 8 (b)

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	F- Value	P- Value
Between Groups	.640	1	.640	.544	.463
Within Groups	115.320	98			
Total	115.960	99	1.177		

The statistical table 8 (a) and (b) represents that after watching Bollywood movies, what you feel about characters' of communal by the respondents. The respondents feeling in frequency on the table is sympathy is 40, Annoyed is 35, natural is 8 and other feelings are 17 in table 8 (a). The computed ANOVA value is 115.320 greater than its tabulated value at 5 % level of significance. Here is significant variation source of variation of education with respect reasons for respondents shows that after watching Bollywood movies, what you feel about characters' of communal by the respondents. The Mean square values are .640 and 1.177. The F- value is .544 which is higher than its tabulated value at 5 % level of significance. P- Value is .463 it is statistically identified as insignificant (.005<.463).

Table 9 (a) Influence on your mind after watching Communal characters' in Movies

Communal word topic	Frequency	Percent	Valid Percent	Cumulative Percent
Positive	41	41.0	41.0	41.0
Negative	59	59.0	59.0	100.0
Total	100	100.0	100.0	

Table 9 (b)

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	F- Value	P- Value
Between Groups	.250	1	.250	1.023	.314
Within Groups	23.940	98	23.940		
Total	24.190	99			

The statistical table 9 (a) and (b) depicts that influenced of Bollywood movie you have watched just on topic of Communal word. The respondents feeling in frequency on the table is positive is 41 and negative is 59 by the Communal word in table 9 (a). The computed ANOVA value is 24.190 greater than its tabulated value at 5 % level of significance. Here is significant variation source of variation of education with respect reasons for respondents feel that influenced of Bollywood movie you have watched just on topic of Communal. The Mean square values are .250 and 23.940. The F- value is 1.023 which is higher than its tabulated value at 5 % level of significance. P- Value is .314 it is statistically identified as insignificant (.005<.314).

Table 10 (a) Bollywood movies have generated negative picture of communal' all over the world:

Negative portray of Communal	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	18	18.0	18.0	18.0
No	82	82.0	82.0	100.0
Total	100	100.0	100.0	

Table 10 (b)

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	F- Value	P- Value
Between Groups	3.240	1	3.240	27.563	.000
Within Groups	11.520	98	.118		
Total	14.760	99			

The statistical table 10 (a) and (b) depicts that Bollywood movies have generated negative picture of communal' all over the world. The computed ANOVA value is 14.760 greater than its tabulated value at 5 % level of significance. Here is significant variation source of variation of education with respect reasons for respondents believe that Bollywood movies have generated negative picture of communal' all over the world. The Mean square values are 3.240 and .118. The F-value is 27.563 which is higher than its tabulated value at 5 % level of significance. P- Value is .000 it is statistically identified as significant (.005>.000).

IV. FINDINGS & CONCLUSION

- ❖ The youth doesn't mind watching movies that are largely based on Communal characters and Islamic culture. Only 2% respondents are not interested in watching movies that narrates stories related to life and culture of communal.
- ❖ Majority of respondents (37%) highlighted that they watch Bollywood movies for seeking entertainment, 24% respondents identified that the reason for watching Bollywood movies is seeking information, next 24% respondents identified that the major reason is passing time and the remaining 15% identified that they watch Bollywood movies for all three reasons i.e. seeking entertainment, information and passing time.
- ❖ Viewers of Communal based Bollywood movies are influenced by such movies to a good extent. Nearly 46% reported to getting influenced after watching such movies. However on the other hand, only 3% reported that they are not influenced from watching Communal based Bollywood movies. 44% reported that they are influenced to some extent and 7% said that they are not sure about the influence on them.
- ❖ Songs are the most preferred when the youth watches Communal based Bollywood movies. Majority of respondents (24%) highlighted songs as an important element for watching Communalbased Bollywood movies. Others gave preference to dialogues (22%), and storyline (21%). Only 9% respondents highlighted their interest in the characters. Remaining 24% highlighted that all these factors equally attract them to watch Communal based Bollywood movies.
- ❖ It is identified that the youth believes that Communal based Bollywood Movies promotes various factors like national integrity, humanity, devotion, motivation and love.
- ❖ Majority (63%), however, believes that Communal based Bollywood movies largely present communals as terrorists.
- ❖ Maximum number of respondents (69%) opined that Bollywood movies showcase Communal Character in minor roles only
- ❖ Maximum respondents (40%) feel sympathetic towards the Communal characters displayed in movies. On the other hand (35%) get an annoying feeling after watching Communal characters.
- ❖ Majority of respondents (59%) conveyed that they get a negative image of Communal after watching Movies with predominantly Communal characters
- ❖ It is also identified that a significant number of respondents (18%) believe that Bollywood has projected a negative image of Communal to overall world.
- ❖ Most of the Bollywood movies represent the communal (Muslim) in negative role.

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