

Perception of adolescents about violence in popular Hindi cinema

ASHOK KUMAR¹ AND AJAY KUMAR^{*2}

¹Assistant Professor and ²Research Scholar

Institute of Mass Communication and Media Technology (Kurukshetra University)
Kurukshetra (Haryana) India

ABSTRACT

Indian film industry is unquestionably the world's biggest film industry. It is considered as the biggest producer of films in the world with over 1000 movies released annually.¹ Not just the big number of films, they are said the most watched films in the world. Approximately 12 million people are going to watch films in theatre in India itself every day, and The Indian Diaspora consist of large audiences outside the Indian subcontinent also have a great love for Indian cinema for which films are made available for screening in their countries, such as Australia, China, Russia Turkey and Africa. Cinema has a great impact on the audience, especially on the adolescents. Some scholars believe that cinema is the main reason for the increasing violence in society. Even some researchers have also proved that people watching violence in films are become more aggressive. So Indian context, it becomes important to study the violence shown in films.

Key Words : Violence, Popular Hindi Cinema, Perception, Cinema impact

INTRODUCTION

Human life is loaded with different kinds of violence. Violence is a complex thing with many faces. The violence that we see around us is the outcome of the communalism, socio - economic injustice in the society, poverty, unemployment, anger, family problems etc.² Over the past few decades, the issue of depiction of violence in cinema have become a subject of serious academic discourse in Indian media studies. It is always said about cinema that it is a reflection of our society and now it is considered as a popular cultural institution that helps to convey the social values and meanings (Tudor, 1972). Cinema has now become inseparable part of our life. Indian cinema has just completed over 100 years of its journey and it is still passing through numerous changes in many contexts. During all these years, Indian Hindi cinema has been witnessed from silent era to talkies, from special effects to 3D effects based movie. Its transition is really noticeable from mythological movie to love based cinema, horror movie to action oriented cinema. Indian Hindi cinema has gain lots of popularity because of its Indian population, different genres and melodious

1. Saran, R. (2012). *History of Indian cinema* (p. 5). New Delhi: Diamond Pocket Books.

2. Usha Bande and Anshu Kaushal (Eds.) (2011), *Violence in Media and Society*, Jaipur, p. 2

songs. It has been cleared from many studies that violence has been a central point in many movies. Perhaps that is a reason Indian cinema has been subject a lot of criticism the way they depict the different aggressive forms of violence.

Review of Literature :

The available literature on the topic is very vast as studying the impact of cinema is as old as cinema. Violence is part of cinema since the birth of the cinema and this caught the attention of the scholars to investigate if there is any relationship between the depicted violence and aggressive behaviour. Various studies established this relationship and several theories came into existence such as social learning, cultivation analysis etc.

Shoma A. Chatterji (2008) conducted an Analysis of Violence in Hindi Cinema. She says any discussion on violence in cinema remains confined within a discussion of its purely physical aspects such as rape, fight scenes, murder and mayhem, blood and gore. The audio visual aspect of cinema is far more powerful in impact than is outlined and fleshed out in the script. The audience in any case, remains ignorant about the script. The fact is that the presentation, interpretation and reflection of violence in cinema remains largely confined to its physical manifestations. The hidden, subtle, invisible undercurrents that define certain kinds of violence remain marginalized and neglected³.

Bobbi Jo Kenyon (2002) conducted a study on “The Effects of Televised Violence on Students”. He observed American children for 40 years to know how televised violence can lead to aggressive behaviour. He selected Ottawa Hills summer school’s students and conducted a survey containing 50 questions. The researcher like George Gerbner categorized the respondent in three categories on the basis of television watching habits – light viewers, medium viewers, and heavy viewers. After conducting-depth interview students the researcher concluded that the heavy viewers felt that the world was a dangerous

Groebl (1998) conducted a study comprising 5000 adolescents from 23 countries in all regions of the world to know the how media violence increases aggression. The researcher invested various factors such as media uses preferences of the participants, level of aggression in their environment, and perception of the participants. Surprisingly 91% of the children universally have the access to the television set at their home, and the children spent an average of 3 hours daily in front of the television screen globally. The research reveals that media violence is universal and media portray violence as getting rewarded. The study also found gender differences and region differences in terms of the perception about the depicted violence on television⁴.

Objectives of the study :

1. To know the genre wise likeness of adolescents about films.
2. To know whether adolescents imitate violence scenes of films.
3. To know the likeness of violence in films by the adolescents.
4. To know whether adolescents afraid after watching violence in films.

METHODOLOGY

Survey method of research has been adopted for this study. In this study the researcher has

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3. Shoma A. Chatterji. (2008). An Analysis of Violence in Hindi Cinema. Retrieved from <https://www.ideaindia.com/an-analysis-of-violence-in-hindi-cinema/p/1802/>
 4. The UNESCO global study on media violence, Retrieved from <http://unesdoc.unesco.org/>

developed a structured questionnaire to collect the data on adolescent's perception about depicted violence in Popular Hindi Cinema. The questionnaire was designed using Likert scale for achieving precise answers from the respondents. Survey was carried out in the Ambala division of Haryana. A total of 412 respondents participated in survey from 10 schools of Ambala division, 2 schools from each district of Ambala division *i.e.* Kurukshetra, Panchkula, Yamunanagar, Ambala and Kaithal. The survey was conducted in the month of December 2017.

RESULTS AND DISCUSSION

Data analysis entails data classification management that is the presentation of complex data into a simplest form. Percentage method has been used to analyse the data. The outcome of the data is presented using the tables to illustrate it cogently.

Table 1 : Favourite genre of films by adolescents					
Genre	Male		Female		Total
	Urban	Rural	Urban	Rural	
Action	81 52.26%	56 58.33%	42 42.86%	30 47.62%	209 50.73%
Comedy	47 30.32%	17 17.71%	37 37.76%	14 22.22%	115 27.91%
Love Story	12 7.74%	3 3.13%	3 3.06%	10 15.87%	28 6.80%
Suspense	15 9.68%	20 20.83%	16 16.33%	9 14.29%	60 14.56%
Total	155 100%	96 100%	98 100%	63 100%	412 100.00%

The respondents were asked to their liking of films in terms of their genres. 52.26% of urban male respondents, 58.33% of rural male respondents, 42.86% of urban female respondents and 47.62% of rural female adolescents expressed their preference for action movies. 30.32% of urban male respondents, 17.71% of rural male respondents, 37.76% of urban female respondents and 22.22% of rural female adolescents prefer watching comedy films.

Table 2 : Liking of violence in Hindi films					
Responses	Male		Female		Total
	Urban	Rural	Urban	Rural	
Strongly agree	32 20.65%	19 19.79%	18 18.37%	6 9.52%	75 18.20%
Agree	75 48.39%	50 52.08%	46 46.94%	17 26.98%	188 45.63%
Undecided	18 11.61%	19 19.79%	15 15.31%	9 14.29%	61 14.81%
Disagree	19 12.26%	8 8.33%	15 15.31%	19 30.16%	61 14.81%
Strongly disagree	11 7.10%	0 0.00%	4 4.08%	12 19.05%	27 6.55%
Total	155 100%	96 100%	98 100%	63 100%	412 100.00%

7.74% of urban male respondents, 3.13% of rural male respondents, 3.06% of urban female respondents and 15.87% of rural female adolescents have a liking for romantic films based upon love story. 9.68% of urban male respondents, 20.83% of rural male respondents, 16.33% of urban female respondents and 14.29% of rural female respondents have a craze for watching suspense ridden movies. This survey reveals that majority of adolescents (50.73%) prefer action films.

Respondents were asked to give their feedback on whether they like watching violence in films. 20.65% urban male respondents, 19.79% rural male respondents, 18.37% urban female respondents and 9.52% of rural female respondents responded that they strongly agree with the statement that they like watching violence in Hindi films.

48.39% urban male respondents, 52.08% rural male respondents, 46.94% urban female respondents and 26.98% rural female respondents agreed that they like watching violence in films. 11.61% urban male respondents, 19.79% rural male respondents, 15.31% urban female respondents and 14.29% rural female respondents said they are undecided on this statement. 12.26% urban male respondents, 8.33% rural male respondents, 15.21% urban female respondents and 30.16% rural female respondents said that they disagree with the statement that they like watching violence in films. Only a few respondents responded saying that they strongly disagree with the statement. 7.10% of urban male respondents, 4.08% of urban female respondents and 19.05% of rural female respondents said that they strongly disagree with this statement.

Table 3 : I Fear among adolescents after watching violence

Responses	Male		Female		Total
	Urban	Rural	Urban	Rural	
Always	8	5	8	6	27
	5.16%	5.21%	8.16%	9.52%	6.55%
Very often	15	9	8	6	38
	9.68%	9.38%	8.16%	9.52%	9.22%
Sometime	32	11	12	6	61
	20.65%	11.46%	12.24%	9.52%	14.81%
Rarely	30	15	31	18	94
	19.35%	15.63%	31.63%	28.57%	22.82%
Never	70	56	39	27	192
	45.16%	58.33%	39.80%	42.86%	46.60%
Total	155	96	98	63	412
	100%	100%	23.79%	15.29%	100%

The adolescents were asked if they were afraid of watching violence in films. 5.16% of urban male adolescents, 5.21% of rural male adolescents, 8.16% of urban female adolescent and 9.52% of rural female adolescents have admitted that they always afraid when they see violence in movies. 9.68% of urban male adolescents, 9.38% of rural male adolescents, 8.16% of urban female adolescent and 9.52% of rural female adolescents said that they afraid very often when they see violence in movies.

20.65% of urban male adolescents, 11.46% of rural male adolescents, 12.24% of urban female adolescents and 9.52% of rural female adolescents believe that sometimes they afraid after watching violence in films 19.35% of urban male adolescents, 15.63% of rural male adolescent, 31.63% of urban female adolescent and 28.57% of rural female adolescents said that they rarely afraid after watching violence in films 45.16% of urban male adolescents, 58.33% of rural male adolescents,

39.80% of urban female adolescent and 42.86% rural female adolescents have admitted that they never afraid when they see violence in movies. It is clear from the table that only a few adolescents are afraid of watching violence in films.

Table 4 : Imitation of aggression shown in the films

Responses	Male		Female		Total
	Urban	Rural	Urban	Rural	
Always	23	0	7	5	35
	14.84%	0.00%	7.14%	7.94%	8.50%
Very often	32	32	24	13	101
	20.65%	33.33%	24.49%	20.63%	24.51%
Sometime	24	5	7	14	50
	15.48%	5.21%	7.14%	22.22%	12.14%
Rarely	49	48	34	23	154
	31.61%	50.00%	34.69%	36.51%	37.38%
Never	27	11	26	8	72
	17.42%	11.46%	26.53%	12.70%	17.48%
Total	155	96	98	63	412
	100%	100%	100%	100%	100%

It is evident from many past studies that adolescent and youngsters have a tendency to imitate the things that they have observed and violence is none other than other observed behaviours. The present figure depicts the respondent's opinion whether they imitate violence or not.

14.84% urban male adolescents, 7.14% urban female respondents and 7.94% rural female respondents said they always try to imitate the violence which they watch in cinema. 20.65% urban male adolescents, 50% rural male respondents, 24.49% urban female respondents, and 20.63% rural female respondents said that they often try to imitate violence which they watch through cinema. 15.48% urban male respondents, 5.21% rural male respondents, 7.14% urban female respondents, and 22.22% rural female respondents said that they sometime imitate violence. 31.61% of the urban male respondents, 33.33% rural male respondents, 34.69% urban female respondents, 36.51% rural female respondents said they rarely imitate violence.

17.42% urban male respondents, 11.46% rural male respondents, 26.53% urban female respondents and 12.70% rural female respondents said they never imitate violence which they watch in cinema. It can be occluded that male adolescents imitate violence more than the female adolescents.

Conclusion :

1. Action film comes out to be the most liked genre of films followed by comedy, suspense and love story in view of the respondents. The study indicates that majority of the respondents like action film (approximately 51%). Urban male adolescence likes to watch action movies more than the rural males, whereas female adolescence likes action movies very less.

2. Majority of the respondents said that they like the violent or action sequences in the films more than other sequences. More than 63% respondents said that they like action sequence in film. The data indicates that male adolescents like action films more than the female adolescents. Female adolescents like comedy films more followed by the love stories.

3. Only few respondents said the afraid after watching violence in the films. It was observed

that few adolescents after watching intense violence in the films. Although majority of the respondents said that they do not afraid after watching violence.

4. The research result shows that some adolescents try to imitate aggression shown in the films. This usually happens when adolescents or children try to imitate the action or aggression shown through the hero's. Action depicted through the villains also become famous sometimes among the adolescents. Several action scenes or dialogues have also been very popular among the adolescents of the sampled films for this study. For example, the scenes of Bike riding shown in Dhoom film were very popular among the adolescents. In addition the dialogue of Singham film has also become very popular. Similarly the dialogue of wanted film also became famous among the adolescents.

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