

## The Effect Cinema on the Youth

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### ABSTRACT

Nowadays films occupy a significant portion of the media products consumed by people. In Russia, cinema is being considered as a means of individual and social transformation, which makes a contribution to the formation of the Russian audience's outlook, including their attitudes towards topical social issues. At the same time, the question of the effectiveness of films' impact remains an open question in psychological science. According to the empirical orientation of our approach to the study of mass media influence, our goal was to obtain new data on the positive impact of films based on specific experimental research. The task was to identify changes in the attitudes of young people, as the most active viewers, towards topical social issues after watching a specifically selected film. Using a psychosomatic technique that included 25 scales designed to identify attitudes towards elderly people, respondents evaluated their various characteristics before and after watching the film. Using a number of characteristics related to the motivational, emotional and cognitive spheres, significant changes were revealed. At the same time, significant differences were found in assessments of the elderly between undergraduate students and postgraduate students. After watching the film, postgraduate students' attitudes towards elderly people changed in a positive way, while undergraduate students' negative assessments only worsened. The revealed opposite trends can be explained by individual differences of respondents, which include age, educational status as an indicator of individual psychological characteristics, the experience of interaction with elderly people and, as a result, attitudes towards elderly people at the time before watching the movie. The finding that previous attitudes mediate the impact of the film complements the ideas of the contribution of individual differences to media effects. Most of the changes detected immediately after watching the movie did not remain over time. A single movie viewing did not have a lasting effect on viewers' attitudes, and it suggests the further task of identifying mechanisms of the sustainability of changes.

Keywords: Psychology of cinema, influence of mass media, impact of films, attitudes, attitudes towards elderly people.

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### INTRODUCTION

A person who today is 18-20 years old is preparing for independent life. He studies, sometimes at the same time standing at the machine or working in the field. He has a significant store of knowledge; he has even more to learn [1,2,3]. Teachers must protect young boys and girls from possible mistakes, teach them how to live, study, work and rest. Cinematography becomes a reliable assistant to the educator, constructs it in more perfect ways of influencing on personality of a young person [4,5,6,7]. Films give valuable material for education student youth. Movies are popular among

teenagers. Most of the teenagers have influence by the movies and addicted to some illegal activities. This is one of the major problem faces by our country, because of the teenager's behavior [8,9,10]. Movies are one of the most entertainments in today world. So that, a question given to me to conduct a survey among moviegoers to find out their views on the influence of the cinema on youths today. Watching movies increase rapidly. Most of the people addicted to watch movie in cinema, especially teenagers [11]. There are so many advantages and disadvantages about watching movies.

The productions spend billions of money to produce and direct a new movie. Films are a major source of entertainment. From the moment, we indulge in watching a movie we enter into a new world, forgetting all our worries and our mind is at ease. Rich, poor, literate, illiterate, young or old all need something for relaxation. Recreation is an important part of each one's life, thus watching a movie provides this avenue [12]. Good comedic movies have treated many patients through laugh therapy. Adventure movies

Watching movie in cinema affect interacting with family.

Most of the people strongly agree for this question. This is because, if teenagers addicted to watching movie in theater, they will forget to back home [14]. Most of time, they will be at Cinema, so that it will affect the beautiful relationship between parents and children. It also will affect teenagers to influence in bad habits the cinema exercises a great influence on the mind of the people [15]. It has a great educative value. It can achieve splendid results in the field of expansion of education. There are certain subjects,

have given us a sense of adventure to explore new possibilities. There are many more! In our society, there are many practices and traditions which are based on ignorance and which have withheld the progress of our society [13]. Some of the movie contains moral value, but some movie does not contain moral value. Most of the movie is about love stories. Love stories make the teenagers mind change and they will follow exactly what the actor or actor act in the movie.

such as science and geography, which can be more effectively taught with the help of talkies. Lessons on road sense, rules of hygiene and civic sense can be taught to the students and the «public as well in a very effective manner with the help of cinema pictures. Many successful experiments have been made in various countries on the utility of films as a means of education. Feature films have been produced for school and they are benefiting college students and student [16].

#### Benefits or Advantages of Movies

- Entertainment: Movies are a source of popular entertainment. From the moment we indulge in watching a movie, we are transformed into a new world where our mind is at ease, it forgets everything and is concentrated at watching. Everybody wants to relax and be amused. Every age of people, young and old, literate and illiterate want recreation. Recreation is an important part of life and movies provide that avenue. Watching a film on a theatre can be an exhilarating experience in itself. This is because a large number of people are doing the same thing. The audience laughs together, applauds and shares almost the same emotions. This collective effort experienced by the viewers makes the experience more entertaining and enjoyable.
- Socializing Activators: Films are social activators, they allow even unknown people to mingle with each other. We all see movies and it is a common factor amongst us. This common factor can initiate and or sustain a conversation with a stranger. We have opinions about movies and these also help in socialization through conversation and debate. When we go to a cinema or a theatre to watch a movie we socialize with our friends, relatives, peers etc. The movie is a social art form which brings together all genres of people even if they have different views about the movie.
- A Lesson of Teamwork: A movie is a collaborative work; it requires actors, cinematographers, directors, make-up artists, writers, visual effects specialists, technicians, and others. When this movie is applauded by all is shows the power of teamwork. It is also a

lesson for all; that teamwork pays. Some films themselves are based on the theme of 'teamwork'. This comes across strongly across the audience as they visually experience the lesson as compare to a bookish lesson.

- Movies Stir Our Imagination: The weirdest, the most extreme, the most unbelievable things are shown in movies. Some films are based on comic book characters, adaptations of novel or drama. They bring to life the inanimate and it requires imagination. Today, we have so many techniques and instruments which show us the unseen and unimagined. Both the viewers and the movie directors conceive ideas towards their own personal objectives. The audience witness's audio-video which enhances their imagination and their feedback inspire more varied imagination.
- Showcase of World's Art and Culture: Many of the customs and traditions of different parts of the world are shown in movies. While sitting at our homes we are able to travel virtually to places where we cannot imagine, to be. Most of the movies show customs and arts of foreign countries. They give us insights about human activities and a better understanding of people of the world. Without movies, we wouldn't come to know about 'Muay Thai' or 'Ninjas' or any of the things that we know today.
- Films Educate Us: Films are a platter of various disciplines, they show us history, culture, science, technology, politics and lot more. These disciplines are not confined to one particular region; these educate us on varying geographical regions across various timelines. We come to know about the past, the present and the future. In fact, the visual medium is a means of better education as we retain information

for a long time when we visually see it. The uneducated also benefit from the content of the movies as he needs only eyes and not the skill to read or write to understand a literary classic or hi-fi flick. They haven't said it just like that 'A Picture Speaks a Thousand Words'.

- Art Form: Films are a Universal Art Form, a platform where you can express and communicate your thoughts or emotions. Just like a painter paints his imagination on a canvas, movie makers express their emotions, views, angst, joy and so on. People have ideas and they use films to point out their opinions or viewpoints through cinemascope. Some want to recreate some historical event while some indulge in fantasies. In their objective, they create beautiful scenes, thrilling moments, happy environment etc. which become their own style and an art form. These inspire others to create their own unique art of presentation.
- Movies are Mirrors to Society: Films are inspired from our daily lives whether partially or fully is another story. Most of the films have a certain portion where we really get to see what we know but don't think deeply about it. Various films depict historical, mythological scientific and social themes. These are reflections of society, both present, and past. Movies show the aftermath of a war, social evils, political strategies, human rights infringement and various other sensitive issues. A wide platform as films is most effective in presenting these issues and sensitizing the public at large. They create awareness, build civic sense, and ensure public morality and their propagation.
- Films Inspire Us: Films inspire us in more than ways that we can imagine. Some profound inspirations are given to us by

inspirational movies. The old age stories of the victory of the good over evil and the 'never give up' one's are apt at towards their objective. Films inspire us to be brave, clever, insightful, experimental, loyal, determined and other virtues which make us positive minded. While not all movies are inspirational but you never know what may inspire whom and through which film? Apart from this, we get inspired by the film industry itself. Most of the stars, directors etc. have a story of struggle, hard work and how they reached the top? These examples themselves become a source of inspiration, though in an indirect manner. Similarly, when movies win certain awards it arouses within us an urge to shine in our respective field of work.

- Employment and Revenue: It is not a hidden fact that movies generate a lot of employment and revenue to the treasury, not only through the films but even through its peripheral forms like merchandising, tourism, film training etc. As per one study, in 2009, the global box office revenues were over US\$30 billion.

#### **Disadvantages**

- Movies Profess Violence: There is no denying that movies today are more violent than ever before. And it is very clear with the shootings at schools by kid and teenagers that they are being heavily influenced by violence shown in movies. To shock, the audience's filmmakers choose this theme. Surprisingly, these become cult movies with a fan following of their own. Movies like these show new ways of torture and physical abuse which inspires the young mind to indulge in these acts. Movies like Hostel, Saw, Friday the 13<sup>th</sup> and their kin are nothing but violent movies with unnecessary blood and gore. As per reports

People go to movies, rent them, download them and they themselves publicize them through 'Word of Mouth'. The film industry supports a vast array of professionals like - designers, dressmakers, photographers, story writer, technicians, and others. Poets and authors have also benefited from this medium as their works have been adapted to movies, fetching them royalty and other benefits.

- Quick Fame: One movie can make you a star overnight and it happens with many of the actors and directors. It is a matter of luck that a certain newcomer or a struggling actor gets a movie which takes him to unscaled heights. Sometimes a small role in a movie makes you highly popular and you adorn the magazine covers, websites, television etc. You become a household name in an instant; you are worshipped, cheered and adored by the masses. There is a saying that - 'There is no business like show business' and all the stars that you see will totally agree with the adage [17, 18, 19].

from Researchers followed 329 subjects over 15 years. They found that those who as children were exposed to violent TV shows were much more likely to later be convicted of the crime. Researchers said that "Media violence can affect any child from any family," regardless of social class or parenting. Girls who watched more than an average amount of violence tended to throw things at their husbands. Boys who grew up watching violent TV shows were more likely to be violent with their wives. Researchers concluded in Developmental Psychology that, "Every violent TV show increases a little-bit the likelihood of a child

growing up to behave more aggressively." By the time the average U.S. child starts elementary school, he or she will have seen 8,000 murders and 100,00 acts of violence on TV." - New Scientist, 2007.

- Movies are made for Profit: Ever heard of a movie made for charity, hard to say? In this cash striven lives who cares for a charity, perhaps none. The entertainment industry is even more selfish than any industry can be. Consider, people dropping their clothes for money just for a movie. Then we can consider the underlying motive that 'Movies are solely made for Profit'. This profit influences the movie makers to showcase nudity and explicit sexual acts; there is a popular sub-industry of the latter one as well. The film industry people are no more worried about public morality; they will show what appears instantly to the senses. Even good filmmakers like Mahesh Bhatt, Ekta Kapoor resort to 'Jism 2' and 'Dirty Picture' which appeal to our lower instincts. By making such movies they bend our mentality to accept them, knowingly or unknowingly. Young people don't have the maturity to understand these motives, they find these appealing and there becomes an audience to which aforesaid cater to. Stars and makers of such lewd movies inspire the upcoming generations to accept these and the chain goes on and on.
- Establish False Notions: Some movies portray certain subjects or themes in a way which is far from real. Such portrayals establish false notions amongst the people. Many of the Sikhs are joked upon because of their turban and jolly nature. Their turban makes them Taliban and their jolly nature conjure mockery. Similarly, masala dosa becomes the identity of south

Indian people and most black people are shown as gangsters. Every community has its individuality, tastes and flaws but that alone is not their true identity. Fools, ugly people are distributed across the communities. Establishing an opinion based on certain aspects of a community encourages racism and other anti-social sentiments which hinder the peace and prosperity of the world.

- Wastage of Money and Time: Majority of the movies are not really worth watching but still, we watch them. This happens because we are enticed by appealing posters, teasing trailers, publicity and other marketing strategies. This is done to ensure that the movie earns at least more than the cost involved. Take a look at the movies today, they are sequels, there are aliens, vampires, werewolves and if not anything there are special effects of all sorts. We have seen so much that there is very little left to amuse us. The actual movie may not be that good but it is the package which lures us. We don't realize that we are wasting our money, our precious time, eyes and efforts on something undeserving.
- Art Form of Personal Opinion: It has been truly said that 'Movie is an Art Form' but the art form is many times based on one's personal imagination. This imagination is at times contradictory to the truth. For a filmmaker, it is his personal take on a theme, which may not be in tandem with the truth, maybe false, disturbing or distorted. An art form to become meaningful should be honest and true towards its representation. Certain modifications are acceptable but modifications need to be monitored closely as to where they are being implemented.

Giving biased opinions and delving into half-baked truths leads to controversy and conflict. One's personal opinion may hurt sentiments of the certain community, individual and or the society. Such a biased art form only contradicts itself.

- Adultery and Premature Sex: Majority of the Hollywood movies have nudity and sex scenes. And the majority of the times, there is no actual need to include such. It appears that it has become a norm to have such scenes either as an attraction point or selling point. Teenage movies are the ones that often show things like virginity, sexual escapades, fantasies etc. But pornographic movies come straight to the point. Such images and audio as found in these movies corrupt the senses, even of the adults. While the younger generation becomes prematurely sex-conscious and imitates the scenes of films in their real life, the adult generation is guided towards adultery. A population of such people implies a diseased society both mentally and physically.
- Meagre or No Respect for Law and Order: Heroes shooting at cops, assassins killing presidents and villains raping women all have one thing in common, lawlessness. Movies proliferate the idea that it is cool to break law or that it is not a big deal to break law. This attitude is picked up very easily and quickly by the young of mind. Bullying, stealing, shoplifting, threatening, gang making, verbal abuse, touting weapons etc. are the most common effects of movies which show lawlessness. Criminal tendencies are aggregated by movies which show violent acts against the law upholders or even a common citizen. Movie based games do the same, thereby initiating a negative mindset.

- Larger than Life Characters: Once again it is the young mind which is unable to distinguish reality from fiction. Powerful human beings, superheroes, skilled fighters, stunts and acrobatics are surreal but not to your 4 to 5 years old kid. For him, these larger than life characters are real than anything else. Though aping your idols is a common thing but when it becomes an innate part of a kid, he/she will harm others and the own self. A startling example is that of 'Ninja Turtles'; around the time when it became a hit, certain kids actually started living in drains. Movies show that everything is possible but not everything, becoming spiderman through a spider bite, many of us have actually been bitten by spiders and have often imagined of becoming a spiderman, but we haven't.
- Means to Propaganda: In a move to earn popularity and money, some filmmakers take on controversial topics. It is an old formula but an existent tried and tested one. Often such movies become a national agenda out of nowhere. It is the acts of politicians and pressure groups who need mileage or want to distract the public attention from a certain issue. History can be searched when movies have become a scapegoat of uproar, agitations and protests thereby making a mountain out of ant hill. Taking care of such situations requires capital and man force which unnecessarily puts a burden on the national expenditure.
- Quick Downfall: Movies without movie stars is unacceptable. While stars are born overnight, so is their downfall. The fate of an actor rests on a hit movie. It can make or break a person. Many ambitious people have strived for this fame but have tasted the dust. Some

become desperate and will do anything.

For others, it is a matter of death and honour for others it is a life of nightmare. There are more failures than stars but those that are stars shine like anything.

To pursue this elusive sheen is sometimes compromising on your character. Casting couches are true; though very few will come forward, it is also a downfall of the character of a person.

- The popularity of Unideal Role Models: Films are remembered for their story, direction etc. but mostly they are remembered by the actors. They become our role models, we want to become like them. They are more popular than real life heroes and get more recognition than anyone else. Let's not forget that the heroes we applaud have become heroes at our own expense and because of the marketing strategy.

If real life heroes were also marketed the same but then real-life heroes aren't glamorous or perform stunts. We know more entertainment celebrities than those who really make a difference in the world. How many of us know about an ordinary man who did extraordinary to save others? The world is full of brave, strong, handsome, innovative, intelligent, life-saving people who carry on with their lives without expecting any applaud. But their achievements are dwarfed by a giant poster of movies with their glamorous star cast publicized throughout the whole world.

- Addiction to Movies: Addictions come in many forms and one of them is that of movies. Many amongst us suffer from complexities of life and instead of finding a real-life solution we end up a solution which is harmful to us, health-wise or otherwise. The addiction to movies can be

expensive if we go to malls or theatres.

The addiction to movies can affect our mental and physical health if we watch them at home. We start paying more attention to movies than any other thing. We neglect exercise and become couch potatoes. Our main concern becomes the release dates, the booking, the downloading, the exchanging, the trailers, wallpapers and so on. It becomes a futile pursuit but we keep indulging in it as it is convenient, just turn on the TV and start watching or search the internet for it. When we have seen the best ones, what's left? The ordinary or useless ones amuse us because of their stupidity or nonsensical approach. Even when we may have a sense that this film is not worth watching we watch it because others are watching it and watching in a group is more exciting. Sometimes we forget that we have seen a certain film, we have a hazy remembrance of it, we watch it to actually prove ourselves wrong or right about the movie in this effort we don't realise that we are getting addicted to movie watching.

- Conflicting Personalities: If actors are unideal heroes they also happen to have unideal personas, i.e. that what they portray on cinema, they aren't the same in real life. Sometimes even adults have to come to terms with this reality. As humans we are judgmental, we make opinions about someone even when we don't know them fully.

The actors are seen as role models and they have a certain responsibility towards society. But more often than not, we witness that our favourite hero, heroine, director etc. aren't the same as they appeared on-screen.

Some of them are drug addicts, some indulge in adultery, some are

chain smokers, some are cowards; mostly the opposite of what they have been portrayed. For them, it may not matter but for the ardent fans, it is a great setback. They saw an amazing physique, a beautiful face and a strong character. But it turned out that it is all fake. Their assets are fake, they are surgically or chemically enhanced and or improved. It is a shock for them to know that the one they vouched for, is fake, it is emotionally disturbing and creates conflict in mind. It becomes puzzling as to what is real and what is not? It throws them off-balance of their and the views of the world. Even adults are shocked when they come to know of a certain negative aspect of an actor. Though, they are humans but not ordinary ones, at least for the fans. The youth tries to imitate each and everything which is in the films and this reflects in their dressing style, their driving, their way of talking etc. The people start imagining themselves in the story lines of those films. Girls and boys, especially in the age of 15-21, are the easiest preys. The dialogues, the dressing style of the actor becomes the latest trend for the youngsters.

They try to imitate what all goes in films and without understanding that some part of it might leave a negative impression on them. Knowingly or unknowingly the films molds the youth of today in one way or the other and effect of cinema on youth can be seen widely. Even the youngsters in rural areas are so much affected by the movies, that they place the heroes of the film in a very

integrated part of their minds. They try to change their lifestyle according to the films, starting from hairstyle, clothes, and dialogues and so on. Even the advertisements or ads what we call, are no less. Its human nature that we mostly follow the one whom we appreciate the most. There are ads that bring on actresses and actors for promoting a product in such a way that may lead the youth to some bad phase. In the films today when the daily crimes, murders, robberies are shown some people take it in a wrong way and they purposely learn how to commit such crimes. They learn the tricks and tactics used for crimes in the films.

In many films, stunts are being performed, the teenagers try to copy such stunts on their bikes and cars which many a times lead to severe accidents. Also now abuses are so common in almost all the films that even a kid of 10 years is able to speak such abusive language knowingly or unknowingly. Harassment and rapes have increased because of the free and western culture shown in films today. On the other hand, there are films like "Rang De Basanti", which is a wonderful film and films like "NAYAK", are ideal lessons for the politicians of this country. But this remains restricted only in the films whereas in the real life, corruption is increasing day by day. There are family films which give such good morals to the youth but the people just watch them, gets influenced for some time and forget the moral as soon as the film gets over [17,18,19].

#### CONCLUSION

As a result of the study, changes in the viewers' attitudes after watching the film were identified. Young people changed their assessments of regulatory, cognitive and emotional characteristics of the elderly people after watching a film about the elderly. At the same time, significant

differences were found between students and postgraduate students in their assessments of the elderly. After watching the film, students' negative attitudes towards elderly people got worse, while postgraduate students' assessments, on the contrary, changed for the better. The



revealed opposite trends can be explained by individual differences between the respondents, which include age, educational status as an indicator of individual psychological characteristics, experience of interaction with elderly people and, as a result, attitudes towards elderly people at the time before watching the film. Most of the changes in the viewers' attitudes detected immediately after watching the movie did not remain over time [4].

In general, the study confirms the potential for a positive impact, as in the case of improving the postgraduates' attitudes, but at the same time demonstrates the need to take into account the individual differences of

viewers to achieve desired results. In particular, differences in attitudes before watching a movie are probably causes of differences in the effectiveness of the film's impact. The initially negative attitude towards elderly people among students could contribute to the negative influence of the film on them. The obtained results form the basis of further research and pose the important questions: clarifying the contribution of individual differences to the effectiveness of the impact, forecasting the positive influence of movies on different groups of people and determining the mechanisms of the sustainability of changes[8].

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