

Impact of Indian Cinema on Youths Lifestyle and Behavior Patterns

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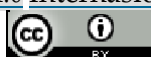
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ABSTRACT

The purpose of this paper is to document the impact of movies/cinema on Indian culture and to investigate the ongoing cultural transformations that have happened over a point of time in India owing to the contributions made by Indian cinema. Moreover, an attempt is made to understand how Indian movies have initiated various changes with regards to thought process on one hand and lifestyle on the other. There has been changes with regards to the institutions of marriage and instances of live in relationships have come of age and there has been a constant and continuous shift from joint families to nuclear families. Elaborating on the changes in the cultural practices; preferences have changed with regards to food habits, clothing, choice of career options and belief system. The distinctive contribution of the present paper is to offer an understanding of the impact of movies on Indian culture especially on the youth extracting information from the structured and in-depth interviews. This paper also tries to document the behavioral changes in the youth as a behavior patterns

INTRODUCTION

A number of studies had been conducted across the world including India, to find out the impact of cinema on adolescents by using different performance measure. But there was no comprehensive study conducted on adolescents sociological impacts such as behavior pattern and lifestyle by watching Cinema. A person begins conveying when he begins delivering his first clamor in the demonstration of drawing his folks' consideration. Each feeling that we depict on our countenances, the development of our hands, the manner in which we take a gander at somebody and our discourse immediately conveys our plans to other people. Correspondence is exceptionally fundamental for our general public, as it is as it were through trade of thoughts and co-activity that a general public can develop and create. Compelling correspondence is fundamental to learn, to educate, to make connections and to look after them. In the cutting edge world, the significance of correspondence has outperformed all recently scheduled levels. Curiously, the methods of correspondence has dwarfed the methods for nourishment creation on the planet today. The open advancements on the planet have been expanding in number, yet in addition in speed, exactness and lucidity. Correspondence and improvement are the significant areas of human Endeavor which are personally connected with one another. The procedure of advancement requires a methodology of correspondence which is planned for adjusting the focused on people from simple beneficiaries of data to searchers of data. The fundamental capacity or reason for correspondence is to change or manage others' behaviour¹. Most Youth Say They Have No Rules About How Much Time They Can Spend With TV, Video Games, or Computers - Washington, D.C. Hence the present study will be undertaken to fill this research gap and analyze the Impact of Indian Cinema on Indian adolescents with special reference to Sociological Study of Changing Behavior Pattern and Lifestyle.

Physical changes: The beginning of adolescence is set apart by fast development and the advancement of auxiliary sexual attributes.

Mental changes: The advancement of a feeling of character particular from guardians and selfworth, the investigation of new associations with their companion gatherings, with the other gender, families and the network. It is additionally a period of investigation (of their own bodies, of one's abilities and potential) and experimentation (in sexual connections, liquor and tobacco use). At this stage, media and companions apply an incredible impact. Showed by transform, it is likewise a phase of extraordinary defenselessness where, for example, liquor use could without much of a stretch slip into liquor misuse if there is lacking access to administrations and a steady condition. The help and comprehension of guardians during this stage is basic in empowering them to address these difficulties (WHO 1997 and 1998).

THEORETICAL REVIEW

Weatherly and Otter (2011) clarified the idea of socio-social condition at a large scale level. They recommend that the socio-social condition contains: the entire scope of practices and connections in which people participate in their own and private lives, including the segment qualities, qualities and mentalities and ways of life and connections.

TC Culture might be characterized as the lifestyle of individuals, including their mentalities, values convictions, expressions, sciences, methods of discernment and propensities for thought and movement (Akuoko,2008). In this unique circumstance. a culture characterizes how people live and act in a domain and how their recognitions are molded. Unmistakable otherworldly material, scholarly and passionate highlights that portray a general public or a social gathering structure some portion of socio-social practices.

Florea and Florea (2011) propose that the socio-social condition comprises of portrayals of individual and gathering conduct reflecting perspectives, qualities and propensities

This examination proposed way of life, esteem framework, and individuals' mentality with respect to business work, government, organization standardized savings, ethnic issues, and the demeanor towards setting aside cash as the most significant social and social variables impacting business condition and friends improvement. Some other significant variables that might be incorporated are sans instruction time and understanding exercises, the disposition for quality items, local relocation, movement, ethnic minorities, the natural security, and so on

One worry about customer socialization is the alluring impact of promoting on youngsters' inclination for material products as a methods for making progress.

joy, and self-satisfaction. The selection of materialistic qualities by youngsters influences the harmony between the private and open decisions that kids make all through life (Goldberg et al., 2003).

The issue of superstar is worth examination as these new stars have distinct effect on the lives of teenagers today. Gaur et al. (2012) approved Ohanian's (1990) superstar endorsers' believability scale which estimates source validity on three measurements called apparent skill, dependability and appeal, with regards to a rising economy utilizing two Indian big names as boosts and gathered information from an example of youthful Indians who are generally progressively defenseless to famous people impact. The altered seale approved can be utilized in an Indian setting just as in nations like India for recognizing the most fit superstar endorser

Famous people frequently become their own brands, and they can influence the ways of managing money of many. Additionally, the same number of famous people become good examples for adolescents social practices and desires may incline youth to embracing practices like that of the big name

There have been many examinations about the media sway on society overall in the various parts of the world. A few investigates have likewise been done about the effect of it on explicit gathering of individuals. Be that as it may discussing Bangladeshi commitment, we nearly haven't found any work on that spare the main important work done by Nurul Alam Atique in his „Notun film, somoyer proyojone“(2009) . This book is an assortment of paper section where essayist needs to expand the need and job of youth to make another skyline of film in India and expounds what kind of motion pictures Indian youth needs to see and their unique sees about the contemporary circumstance of this division

INTRODUCTION TO VARIABLES

Dependent Variables

Behaviour Patterns

The adolescent tries to impersonate whatever is appeared in the motion pictures and this reflects in their dressing style, their method for talking, etc. Watching films permits us to separate for some time and encourages us to unwind. Motion pictures support thoughts and help us in recognizing what is happening far and wide. Motion pictures and TV impact society. That is for the most part since individuals become sluggish and need to make associations by watching them. In the first place, individuals are so apathetic when they are watching films and TV. In addition, individuals are uninvolved while they watch films or TV. Films and TV affect society. That is for the most part since individuals become languid and need to make associations by watching them. In the first place, individuals are so languid when they are watching films a TV. Study has indicated individuals who watch motion pictures or TV in any event four hours in seven days tend not to practice so regularly. To keep solid, individuals need to practice well. Plainly individuals sit for quite a while and don't move at all during watching motion pictures or TV. One of my companion adores watching motion pictures . She used to be slender, however now she is overweight since she doesn't want to work out. Additionally, individuals are latent while they watch motion pictures or TV. Individuals don't need to communicate anything, so they don't will in general consider anything. At the point when I talk with my companions, I'm continually attempting to tell things adequately, so I'm continually thinking a great deal. Be that as it may, when I watch motion pictures and TV, I don't think the manner in which I make individuals saw well. I feel I'm so sluggish while I watch motion pictures and TV. Besides, individuals construct connections to impart their insight about specialists. After individuals delighted in motion pictures and TV, they are anxious to impart their insight. On account of current innovation, individuals can impart their insight past the distinction of nation and ages. They can have numerous chances to contact with individuals. At the point when I completed to watch starwars, I truly needed to share the way that I was so moved. On the Internet, there are many individuals who have a similar inclination

with me. These reasons, I think motion pictures and TV affect society since they make individuals apathetic and need to assemble connections to share their thought.

LIFESTYLE

Motion pictures these days leave an extraordinary effect on the psyches of individuals. The impact of film on youth can be effortlessly watched. Not just its impact can be seen on the older folks of rustic and urban zones however on the kids also. It can't be said that all the movies are defiling youth. There are films like "BAGHBAN" which was a family film and caused us to get familiar with a great deal. The present movies are a greater amount of activity, spine chiller, sentiment, burglary and so on. The adolescent attempts to mimic each and everything which is in the movies and this reflects in their dressing style, their driving, their method for talking and so on. The individuals begin envisioning themselves in the story lines of those movies. Young ladies and young men, particularly in the age of 15-21, are the least demanding preys. The exchanges, the dressing style of the on-screen character turns into the most recent pattern for the youths. They attempt to emulate what all goes in films and without understanding that some piece of it may leave a negative impact on them. Purposely or unconsciously the movies shape the young people of today in one manner or the other and impact of film on youth can be seen generally. Indeed, even the adolescents in country zones are such a great amount of influenced by the motion pictures, that they place the saints of the film in an extremely coordinated piece of their psyches. They attempt to change their way of life as indicated by the movies, beginning from hairdo, garments, discoursed, etc. Indeed, even the ads or advertisements what we call, are no less. Its human instinct that we generally follow the one whom we welcome the most. There are advertisements that welcome on entertainers and on-screen characters for advancing an item so that may lead the adolescent to some awful stage. In the movies today when the day by day violations, murders, burglaries are given a few people take it in a incorrect way and they deliberately figure out how to carry out such violations. They gain proficiency with the stunts and strategies utilized for violations in the movies. In numerous movies, stunts are being performed, the young people attempt to duplicate such tricks on their bicycles and vehicles which numerous multiple times lead to serious mishaps. Additionally now mishandles are so regular in practically all the movies that even a child of 10 years can communicate in such injurious language purposely or unconsciously. Provocation and assaults have expanded as a result of the free and western culture appeared in films today. Then again, there are films like "Rang De Basanti", which is a superb film and movies like "NAYAK", are perfect exercises for the government officials of this nation. Be that as it may, this remaining parts confined distinctly in the movies while in the reality, debasement is expanding step by step. There are family films which

give such great ethics to the young however the individuals simply watch them, gets impacted for quite a while and overlook the good when the film gets over.

METHODOLOGY

The Study Will Be Causal Or Explanatory In Nature, The Population Includes All The Youths Aged From 13 Years To 26 Years. Individual Youth Are The Respondents From Schools And Colleges, Non-Probability Purposive. Judgmental Sampling Technique Will Be Used To Identify The Sample Questionnaires (Self-Designed) To Analyze The Data Collected, Statistical Techniques Of Correlation And Regression Will Be Used To Get Desired Result

RESULTS & DISCUSSION

Table 1. Reliability

MEASURES	CRONBACH'S ALPHA VALUE	NO. OF ITEMS
LIFESTYLE	0.724	7
BEHAVIOUR	0.758	10
INDIAN CINEMA	0.689	10

It is visible that all reliability measures are greater or equal than the standard value that is 0.7. It is considered that reliability of all measure is adequate. So the statements in the questionnaire was treated as a reliable statements.

LIFESTYLE

Table 2. Regression

MODEL	R	R SQUARE	ADJ. SQUARE	ST. ERROR OF THE ESTIMATE
1	.878a	.771	.769	3.05699

a. Predictors: (Constant), Indian_cinema

b. Dependent Variable: Lifestyle

Regression analysis was applied through spss to check the effect of independent variables over the dependent variables, in this first table is model summary here we will look at the adjusted R² value (.771)

ANOVA TABLE

Table 3. ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.226	1	20.226	.951	.332 ^a
Residual	2296.828	108	21.267		
Total	2317.055	109			

a. Predictors: (Constant), Indian_cinema

b. Dependent Variable: Lifestyle

The next table in regression analysis is anova. This table tells you about model fitness of our variables for the study which is indicated by F value (.951).F value should be less than 0.5 here F value is significant at .332 sig. level. Which means model is fit.

COEFFICIENTS

Table 4. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Beta	Zero-order	Partial	Partial	Tolerance
1 (Constant)	21.921	2.585		8.48	.000				1.000	1.000
Indian_cinema	-.079	.081	-.093	-.975	.332	.093	.093	.093	1.000	1.000

a. Dependent Variable: Lifestyle

- H0- There is no significant relationship effect of Indian cinema on lifestyle youths.H1- There is significant relationship effect of Indian cinema on lifestyle of youths. Regression was applied to check the effect of independent variables i.e., Indian Cinema over dependent variable youth’s lifestyle, results

of coefficient table is indicating the effect of variables. With the help of t value we can find as t value of Indian cinema which is 0.09 at .000 significant is positively significant therefore interpretation can be drawn that there is a positively effect of Indian Cinema over youth's lifestyle and with the help of t value of youth's lifestyle which is 3.0 at .000 significant which means there is a significant effect of Indian Cinema over youth's lifestyle.

Ho1: There is no significant relationship effect of Indian cinema on lifestyle of youths.

The effect of Indian cinema on lifestyle of youths shows with the help of F value which is .951 at .332% level of significance. Therefore null hypothesis was rejected because F value was found with significant difference of Indian cinema on lifestyle of youths.

Ho2: There is significant relationship effect of Indian cinema on lifestyle of youths.

The effect of gender towards organizational citizenship behavior shows with the help of F value which is .951 at the level of significance .332%. Therefore null hypothesis was rejected. There is significant effect of Indian cinema on lifestyle of youths.

BEHAVIOUR

Table 5. Regression

MODEL	R	R SQUARE	ADJ. SQUARE	ST. ERROR OF THE ESTIMATE
1	.987a	.648	.854	4.05379

a. Predictors: (Constant), Indian_cinema

b. Dependent Variable: Behaviour

Regression analysis was applied through spss to check the effect of independent variables over the dependent variables, in this first table is model summary here we will look at the adjusted R² value (.648)

ANOVA TABLE

Table 6. ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162.187	1	162.187	0.16	.044
	Residual	4205.313	108	38.938	5	a
	Total	4367.500	109			

a. Predictors: (Constant), Indian_cinema

b. Dependent Variable: Behaviour

The next table in regression analysis is anova. This table tells you about model fitness of our variables for the study which is indicated by F value (.165).F value should be less than 0.5 here F value is significant at .044 sig. level. Which means model is fit.

COEFFICIENTS

Table 7. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Beta	Zero-order	Partial	Partial	Tolerance
(Constant)	29.466	3.498		8.42	.000					
Indian_cinema	.224	.110	.193	2.041	.044	.193	.193	.193	1.000	1.000

a. Dependent Variable: Behaviour

H0- There is no significant relationship effect of Indian cinema on Behaviour of youths. H1- There is significant relationship effect of Indian cinema on Behaviour of youths. Regression was applied to check the effect of independent variables i.e., Indian Cinema over dependent variable youth's behaviour, results of coefficient table is indicating the effect of variables. With the help of t value we can find as t value of Indian cinema which is 0.19 at .000 significant is positively significant therefore interpretation can be drawn that there is a positively effect of Indian Cinema over youth's behaviour and with the help of t value of youth's behaviour which is 3.0 at .000 significant which means there is a significant effect of Indian Cinema over youth's behaviour.

Ho1: There is no significant relationship effect of Indian cinema on Behaviour of youths.

The effect of Indian cinema on Behaviour of youths shows with the help of F value which is .165 at .044% level of significance. Therefore null hypothesis was rejected because F value was found with significant difference of Indian cinema on Behaviour of youths.

Ho2: There is significant relationship effect of Indian cinema on Behaviour of youths.

The effect of gender towards organizational citizenship behavior shows with the help of F value which is .165 at the level of significance .044%. Therefore null hypothesis was rejected. There is significant effect of Indian cinema on Behaviour of youths.

CONCLUSION

The term immaturity signifying "to rise" or "accomplish personality" is a generally new idea, particularly being developed thinking. The inceptions of the term from the Latin word, 'adolescent' signifying "to develop, to develop" demonstrate the characterizing highlights of immaturity. A person begins conveying when he begins creating his first commotion in the demonstration of drawing his folks' consideration. Each feeling that we depict on our countenances, the development of our hands, the manner in which we take a gander at somebody and our discourse in a flash conveys our plans to other people. Correspondence is exceptionally vital for our general public, as it is just through trade of thoughts and co-activity that a general public can develop and create. This examination is, subsequently, convenient as the general public should be made mindful of the impact of Cinema on the social and good turnout of the watchers. By means of this study, an endeavor has been made to assess the social ramifications of Impact of Cinema on youth's lifestyle and behavior. Therefore the present investigation demonstrates that for youthful Viewing Cinema as a ground-breaking vehicle of data, training and amusement brings about the procedure of feeling working in different social gatherings. What's more, film is the vehicle of film responds in bringing a social change. Furthermore, finally it tends to be reasoned that young people are particularly affected by the film and they breathe in mental, social, sociological changes along with the exceptional changes in way of life, conduct, etc.

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