



Film, Media and Culture



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ABSTRACT :

Indian culture is being destroyed by film and media. The negative side of human behavior is highlighted. Sex and violence are taken to the height and modesty is thrown to the gutters. Muscle power and money power are being projected as the ultimate resource. Politics is being played in all the works of art. Nobody cares for values and good behavior as if they do not exist in Indian society. If there is no Indian culture, this could have been tolerated. But what has happened to Indian culture? Where is the law? Where is the justice? Where are the Panchsheel and Satyamev Jayate? Bad people are shown in all walks of life and they prosper on the screen. Does it not contaminate the minds of the youth? Gang-rape and even teasing are increasing because of film and TV serials. One day nude dancers will be respected because they increase the TRP.

Keywords : *Indian culture, sex and violence, Panchsheel, Satyamev Jayate, TRP*

Research Paper :

Social life without culture is impossible; because human communication requires some norms and codes of conduct. Along with them many unwritten laws of social behavior come

forward and the end product of this is culture. All the countries in the world have their own past history and their own culture. This culture is reflected in the art, literature, painting, sculpture and social customs and traditions. You cannot think of a community without culture.

Art is culture specific. When we talk about cultural norms reflected in the art, it is always in a positive sense. Artists generally do not give any negative hint about culture. Till the last century only written and oral traditions of literature were available. In India early twentieth century developed novels and dramas. The stories, themes, social point of view, problems and solutions about everyday life reflected in literature.

The newspaper as a print media started discussing literature to some extent in the twentieth century. Only remarkable literary works were discussed and commented upon in the news paper. Newspapers never took a negative role to damage society. Electronic media was not available and films had a limited purpose specially reforming the society and inculcating good values about society. It is true that every society has good and bad people. Good people were praised and bad elements were criticized in the print media. Newspapers were very reliable and trustworthy. They were not only the mirrors of society but also the social reformers.

Before independence Indian society respected the social code of conduct. Bad elements were always criticized and discouraged. Even the British law makers respected Indian culture and made provisions about them in the law. Punishment for wrong doings in society was anticipated. The entire world respected India's *Panchsheel*. We Indians were proud that Western culture does not have our norms of behavior like *Atithi Devo Bhav, Satyameva Jayate, Think Simple Living and High Thinking*. In comparison Western culture seemed like roughly cut diamonds. But our culture was many-faceted shining diamond.

With the advent of English learning in India the rich, the respected and highly eligible young men were sent to England and U.S. for higher learning. The first generation of foreign returned Indians brought some good manners, good etiquettes and good thoughts with them in India.

But around the turn of twentieth century and the advent of twenty-first century the whole picture of cross cultural mingling has played havoc with Indian society and social behavior. Unwanted elements from Western society are blindly followed and hypocrisy and false pride are given the touch of Western culture. This has glorified the shallow behavior, criminal mentality and vindictive behavior. Criminal mentality was already there in India. Vindictive

nature is also present all over the world. But they are never glorified. The money power and muscle power are used for selfishness and unsocial behavior. In short, many negative aspect of human behavior are being praised because of fear, bribe and other selfish elements.

Ok, this is the changing wind which is sweeping the world. But the role of films and social media is very discouraging. Instead of showing desirable aspects of life, the films are giving more exposure to sex and violence. And that too is justified and glorified. TV also has lost its old cultural norms. Look at the reality shows, the entertainment shows, and daily soap operas. They all reflect the negative aspects of life. They degenerate the social values. Under the name of comedy vulgar actions, funny costumes, exaggerated dirty language and pointless jokes are shown in the programs. Do you think cross dressing is necessary for creating humor? Why these things are glorified? Is there no censor for this?

Indian culture does not support criminality and vulgarity. Whatever is shown on the screen does not reflect Indian culture. TV is called an idiot box because it makes you addicted to any type of shows. Cinema and TV today have reduced the humanity to the status of a beast. Are we supposed to progress in life or not? Whatever you see on the screen does not really happen in real life. Do you see women carrying pistols in society? Do you see scantily clad women around you in society? Vulgar dances have captured the social media. For this films and TV shows are responsible. They show what is not in our culture. These things are contaminating the social mind. Has the social media been given permission to show anything against culture?

The prime time TV serials dominate the audience. The Sas-Bahu episodes and comedy shows are very shallow. They give nothing to the society but destroy the good values among young generations. Nobody pays any respect to the culture. Therefore the family bonding, relationship and good behavior are being taken to the attic. Criminality is increasing but nobody criticizes such programs. Everything is done for money and *TRP* and the common viewers support such things. Indian culture is being destroyed. Item songs are not a thing of Indian Culture. Right from ancient times there have been dancing girls in India. They were for limited people in the palaces of kings but they were not a part of social life.

Films are crossing their limits of modesty. Because of animation technique and computerized photography such trick scenes are shown which have waylaid the youth. All these are anti-culture elements and the government has no control over cinemas and TV programs. Films and media are destroying the culture.