

Contemporary Indian Cinema Common Man's Cultural Heritage

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ABSTRACT:

Cinema has always been one of the most fascinating forms of knowledge which has made great impact on human culture. The cinema has become the most powerful media for mass communication in India. India has the largest film producing industry in the world. The raw material for cinema is life itself. It has become universal teacher molding the cultural, psychological and socio-economical frameworks of a common man. It is a platform where people could see different cultures. It is an audio-visual translation of literature and potential source for revenue. It has the ability to combine entertainment with communication of ideas and appeal for its audience. Cinema presents an image of the society. It is a powerful medium that provides useful and entertaining information on history, civilization, religion, politics and socio-economic aspects in various regional languages. It creates awareness on social disorders like untouchability, child labor, bonded labor etc. and leads to communal harmony. It has been Promoting National Integration, International Understanding and helping in eradication of illiteracy by creating awareness in the society. It is helping the mass to have access to free flow of information providing large scale employment, promoting infrastructure development and key source of foreign exchange earnings. Cinema is creating awareness on the issues relating to women, children, minority and other common people. In 20th century Indian cinema became a global enterprise, enhanced technology paved the way for upgrading the cinema industry. Contemporary Indian cinema literature centered on common man and bears the essential relation with social and political history of the country. There is a general feeling that, cinema badly affect the health and studies of the youth and leads to the present day crimes. Indian youth failed to make use of good impacts and are badly influenced by the present cinema. Cinema influences the society and vice-versa. Now a day's movies became more commercial instead of inspirational or motivational in giving good messages. It has become almost impossible to sit the kids with elders to watch movies together, because of lip locks, bikini and romantic scenes. This paper is intended to reveal the place of a common man in cinema literature as well as the impact of the cinema on a common man.

Keywords: Cinema Literature, Audio-visual translation, Cinema Industry

INTRODUCTION

Cinema is a societal activity which is most widely appreciated and easily understood as cultural expression in India today. There is a huge investment in films and lakhs of people earn their livelihood from it. It shows various regional diversities and cultural heritage of India.

'Diversity is the hallmark of Indian cinema.' If asked, what human activity is most widely appreciated and easily understood as cultural expression in India today, I would not have a moment's hesitation in replying, it is cinema. Films transform lives too' [1].

Indian cinema is becoming increasingly popular in various countries around the globe. It is very powerful act form and has been fulfilling the parameters of common man. Indian theatre ranges from multi-religion and open society to a common man. It is a powerful medium that provides useful and entertaining information on history, civilization, variety of cultures, religions, socio-economics and politics in various regional languages. In present day society Cinema plays an effective role in helping the masses to have access to free flow of information. It could reach the needs of various age groups and focusing attention of the people on issues of national integrity, environmental protection, health care and family welfare, eradication of illiteracy and issues relating to women, children, minority and other disadvantaged sections of the society. Cinema generates an employment and wealth, create a dynamic collaboration between culture, entertainment, technology and creativity, and promote India's heritage, crafts and cuisine to domestic, international and corporate visitors.

In India more than 1250 feature films and larger number of short films are producing every year. At a rough estimate, a total of about 15 million people watch films in India every day, India is a theatre deficient country. It has been studied that there are just 10 screens per million people, where as in a country like United States, there are 120 screens per million. This is against to the fact that India is the world's largest film producing country and when it comes to ticket sales, with more than three billion tickets sold each year. The contemporary Indian literature and film occupies a position of pride for its lavish.

Life is a long journey of our emotions, sentiments, happiness and grief. Our life hangs between love and joy on one hand and sorrow and pathos on the other. Modern Indian theatre is the real voice of mankind. It comprises not only art, literature, music and dance but also reflects our day to day life. The various common features of modern Indian theatre to depict are mythical, social political, economic and educative [2].

EVOLUTION OF INDIAN CINEMA

India Cinema consists of films produced across India. Indian films came to be followed throughout Southern Asia, the Greater Middle East, Southeast Asia, and the former Soviet Union. Cinema is a medium which gained popularity in the country. The first film in India was Raja Harishchandra produced in 1913 by Dadasaheb Phalke, who is known as the father of Indian cinema. The Dadasaheb Phalke Award, for lifetime contribution to cinema, is the most prestigious and coveted award in Indian cinema was instituted in his honor by the Government of India in 1969.

The Indian Cinematograph Act was passed and came into effect only in 1920. After Independence autonomy of regional censors was abolished and they were brought under the Bombay Board of Film Censors. The CBFC (Central Board of Film Certification) was introduced to certify the films produced. It is based on the provisions of the Cinematograph Act

1952 and the Cinematograph (Certification) Rules 1983. Cinematograph (Certification) Rules were revised in 1983 and since then the Central Board of Film Censors became the Central Board of Film Certification. CBFC certifies the Films for public exhibition as 'U' certificate for universal exhibition 'A' certificate for public exhibition to Adults only 'UA' certificate for public exhibition of films which can be viewed by children below age of 12 years under parental guidance only 'S' certificates for public exhibition of films meant for members of any profession or any class of persons.

The Supreme Court in a judgment in 1989 said that film certification becomes necessary because a film motivates thought and action and assures a high degree of attention and retention as compared to the printed words. The combination of act and speech, sight and sound in semi-darkness of the theatre with elimination of all distracting ideas will have a strong impact on the minds of the viewers and can affect emotions. Therefore, it has as much potential for evil as it has for good and has an equal potential to instill or cultivate violent or good behavior. It cannot be equated with other modes of communication. Certification by prior restraint is, therefore, not only desirable but also necessary.

Changing the role of Central Board of Film Certification (CBFC) from that of a regulator to a Facilitator by bringing the technological changes and Computerization of certification process of films so as to reduce Human interface.

Shri Farooque Sheikh, well-known film personality. Said, *"The involvement of literature in cinema goes down the ages. Several films have been based on our ancient epics and also on our literary works."* Shri M.A. Sikandar, Director, NBT, India, said that *"the calendar on cinema and literature was conceived keeping in view, 'Cinema' as the theme of the 20th New Delhi World Book Fair. We wanted to showcase the relationship of books and cinema which have given us some outstanding films and filmmakers."*

We may consider the track record of a producer, personal investments and net worth and ability to repay if the production flops and then take a short-term loan backed by sound collaterals. But will this attract the film wallas? They might get a better deal from sources they have been tapping so far,' said an official of one of the older private banks'. ('Industry status: Cinema may find itself going round trees', Sugata Ghosh, The Economic Times 12 May 1998). On 10 May 1998, the former Information & Broadcasting Minister, Sushma Swaraj, declared, at a national conference on 'Challenges before Indian Cinema' that she would shortly pass a Government Order declaring 'industry status' to the film industry in India. Hollywood, for instance, achieved in the 1930s and what the Indian cinema has been denied since its inception. K. D. Shorey, the General Secretary of the Film Federation of India had already in 1996 sought to include this declaration into the Ninth Five-Year Economic Plan.

According to UNESCO report India should have more than a lakh of theatres, considering its population. But unfortunately, there is a declining trend in cinema houses. But many universities, colleges and other educational institutions have introduced several courses in Film Making. *Film and Television Institute of India, Pune, Satyajit Ray Film and Television Institute, Calcutta, Mumbai Digital Films Academy, Mumba, National Institute of Design, Ahmedabad, Government*

Film and Television Institute, Bangalore, Flash Frame Visuals Academy of Film and Television, India, Annapurna International School of Film and Media, Hyderabad, AJK, Mass Communication Research Centre, Jamia Millia Islamia, New Delhi, Srishti School of Art Design and Technology, Bangalore

Whistling Woods International Library is the Asia's largest and most reputed institute for film, animation, television and media arts developed in Film City, Mumbai by the reputed film producer and director Subhash Ghai. *Asian Academy of Film & Television*, Noida, *Asian Academy of Film & TV*, Mumbai, *M.G.R. Film and Television Institute*, Chennai. *The National Documentation Centre on Mass Communication (NDCMC)* of the Research, Reference and Training Division, Ministry of Information & Broadcasting, Government of India is located in New Delhi brings out services like Current Awareness Service is an advanced institute for Film Techniques and Aesthetics that imparts training in various aspects of Film Production.

Films Division of India Library, Mumbai was established in 1948 *Satyajit Ray Film & Television Institute*, Kolkata was established in 1995. *National Film Development Corporation of India* is the central agency established to encourage to produce the good cinemas in the country. *Directorate of Film Festivals* was set up by the Government of India in 1973, to organize International and National Film Festivals within the country. It facilitates India's participation in festivals abroad, arranges programs of foreign films in India, Indian films abroad and holds the National Film Awards function. As a vehicle of cultural change, DFF promotes international friendship, provides access to new trends in world cinema, generates healthy competition and in the process, helps to improve the standards of Indian Cinema.

The Objectives of the Directorate are to promote good Indian Cinema within the country and abroad, provide international exposure to outstanding Indian films, and screen in festivals, films by outstanding International Directors. However, the Government needs to institute a scheme for promotion of the country's film business to encourage its growth by learning from the global film production scenario, and thereafter, adapt it to the Indian environment. Film education in India currently has a dearth of institutes that impart formal training and education in film and creative technologies. At the grassroots level, there is a need to formally train technicians in the industry, who are largely self-trained.

CONTEMPORARY INDIAN CINEMA AND COMMON MAN

Film industry is a medium to entertain the people starting from a small kid to 80 year old person. The cinema intersected with people's day-to-day lives in complex and interesting ways. Many Asian and 'South Asian' countries increasingly came to find Indian cinema as more suited to their sensibilities than Western cinema. Jigna Desai holds that by the 21st century, Indian cinema had managed to become deterritorialized, spreading over to the many parts of the world where Indian Diaspora was present in significant numbers, and becoming an alternative to other international cinema.

It is incredible that a country, which has inspired so much painting and music and poetry. the purpose of a history of cinema is to arrive at an understanding of where cinema must have come

from, of how it functions within a global process of industrialization as encountered by diverse societies, and of the nexus between that and the reshaping of peoples habits and lives through the narrative strategies of individual films[3].

Young Indian producers began to incorporate elements of India's social life and culture into cinema. At Present the films focus on three overlapping themes modernization, nationalism and globalization. The first two go together. Another issue is cultural difference which is shown in Indian films. The issues reflect on the public opinions like dowry system, Labor Exploitation, Religion & caste system, untouchability etc. and create awakening among them. Some purposeful documentary pictures like medicine, History, Geography, Technology and others teach the knowledge of all branches of technology. They can be used for promoting prohibition, eradication of illiteracy, National Integration and International Understanding.

As a film entertains, real life contributes to the ideas, concepts and issues presented in 'reel life', that is, cinema, as a means of popular culture. And further reel life affects real life by molding opinions, mental and socio- psychological frameworks of people and their sartorial manners. Hence, it is a two way dynamic symbiotic process. Hence, Indian cinema, in the wide range of its multi- faceted spectrum, the portrayals is poised by the demands of commercial cinema [4].

Attracted by a growing middle class and a more welcoming investment environment, foreign companies are flocking to Bollywood. Movies are making to show all the good things along with the bad things. Everything has a positive and negative ends. It is also a kind of relaxation and entertainment in this busy world. Films are mostly imaginary mannerisms and now a days they have supporting western culture like bikinis, unwanted scenes like Lip-Lock & Rape scenes, item songs etc. In some movies the themes are very vulgar and very dirty; a fashion to burn cigarette is become a style because Today the lion share of the movies is the commercial, No one is supported or encouraged for a feel of good movie.

We can see the good examples also as in movie Chak De India, SRK gave information about the team efforts, work in a team, unity is strength, how to mingle with one another, how to face the problems. There are lots of movies which are inspirational as well as motivational, giving the good thoughts like Three Idiots, Bhag Milkha Bhag, Tare Zameen Par, Oh My God; My Name is Khan, Chak De India, and captain America etc.

Some Directors like Anurag Kashyap in the name of realism make movies and regarded as the face of an emerging new wave cinema for producing numerous independent films with newcomers. As cinema is the mirror image of our society. It shows love sex crime murder all these things are degrading our society. It's our responsibility to take lessons from that & ignore the bad things. There are too many movies based on politics, educations & inspiring movies which are aware us about the current situations.

So movies are the ways for the young's minds for inspiring them not for spoiling them. Manmohan Desai said, "People would forget their misery, a dream where there is no poverty and where the fate is kind." For a society which is largely poor cinema remained a place where people could visit places from Kashmir to Kanyakumari or US and Switzerland. It is a Theater

which remains a common place today where friends and relatives want to hang out. Films have also played an important role in the integrity of the nation. It was the only platform where people could see different cultures. At the time when politics were dividing the nation they have given the society the lectures on communal harmony under the entertainment. Similarly across the time, from Achhut Kanya to Lagaan, untouchability and issues like oppressed by high taxes has been questioned in the films. The female who was often neglected in major socio-economic aspects took the central theme in Satyajit Ray's classics. In a traditional Indian society where arranged marriages were a strict norm the movies somehow gave a complete different outlook to Man-woman's relationship. Even though sometimes exaggerated, the role of films in teaching romance cannot be completely ignored. Today, as the business shifts from small towns to cities with the multi-screen mall culture, Indian films have changed their profile from farmer-centric backdrop to rich buildings. It continues impact on the society by showing exquisite locations, cars or bungalows which remain an inspiration to the young who wants to be rich and is running faster than the other in the process of social capillarity.

In spite of the vulgarity and extravagance of the Indian Film will be allowed important insights into the social milieu with in which people live, what their popular beliefs and practices are and the cultural nuances differentiating groups. While articulating for us the ethos, dreams and dilemmas of society the popular cinema will also point to their changing nature [5].

However, the Government needs to institute a scheme for promotion of the country's film business to encourage its growth by learning from the global film production scenario, and thereafter, adapt it to the Indian environment. Film education in India currently has a dearth of institutes that impart formal training and education in film and creative technologies. At the grassroots level, there is a need to formally train technicians in the industry, who are largely self-trained.

Cinema can be used as instrument to help the people to get rid of unwanted issues from the society and guide them along the right path can help the transformation of the society [6].

CONCLUSION

There is a need to watch films critically, with an eye to watch in films what they project in the language of cinema. How does the director of the film tell a story visually showing the image of the society? Cinema is a nascent art, and as such, it has sought in its most valuable thoughts from the previous generations of cultures and literature. Movies are not only for entertaining, sometimes some movies can change our attitude and can change our thinking way, we should realize about good things only. At present it is impossible to sit with kids or elders and watch a movie together, because we feel uncomfortable if a lip lock scene comes up. Many movies were super hits without the kissing or bikini scenes in the past. The Indian cinema is forgotten its culture. The films are corrupting the minds of the youth. Village youth are destroyed, they are investing a lot of money in buying bikes, pretty clothes and alcohol but they are not in a position to buy some books, the movies are main reason for this. Cinema plays an important role in peoples' lives, so it is important for directors and actors to think about our children, culture and

Indian morals. We think positive and result will come, just like try to be like lotus grows in dirty pond but still national flower of India.

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