

A STUDY ON THE NEGATIVE IMPACTS OF MOVIES IN YOUTH BEHAVIOUR WITH SPECIAL REFERENCES TO VADAKKANCHERY PANCHAYAT

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Abstract

This study explores the impact of media, particularly cinema, on children and youth, emphasizing its role in shaping thoughts, behaviors, and societal norms. With the increasing prevalence of media consumption, young audiences spend significant time engaging with television, films, and the internet, which influences their attitudes, lifestyle choices, and cultural values. The research delves into the dual nature of cinema's effects—highlighting its potential to inspire positive change, educate, and promote social awareness, as well as its ability to encourage violence, risky behavior, and unrealistic expectations. By examining diverse movie genres and their psychological, emotional, and cultural implications, this study aims to shed light on how cinema molds young minds and impacts broader societal development. It also calls for further research to address concerns about the long-term effects of media on youth and their role in shaping future generations.

Keywords: Cinema, Social awareness, Negative impacts

Introduction

Media, including television, films, and the internet, has become a significant influence on children and youth, shaping their thoughts, behaviors, and choices. This impact, particularly through Bollywood and Hollywood movies, plays a crucial role in societal development and raises concerns for governments and institutions. Over time, media consumption has increased drastically, with children spending two to five hours daily on electronic media. Movies, as a visual art form, range across various genres like action, drama, and fantasy, influencing audiences emotionally, culturally, and psychologically.

Cinema can have both positive and negative impacts on society. While some movies provide cultural insights, educate, or inspire positive behavioral changes, others contribute to violence, risky behaviors, and unrealistic lifestyle expectations. Young people, especially, tend to imitate characters in movies, affecting their dressing, language, and even attitudes. Movies like *Rang De Basanti* promote social awareness, while films with glamorized crime or stunts may encourage dangerous behaviors. Films significantly shape societal norms, opinions, and even consumer habits, but their long-term psychological and cultural effects remain an area of concern and ongoing study.

Review of Literature

S. Chukwu-Okoronkwo (2020), in the journal titled "Television and Video Films and the Rhythm of Violence: Assessing the Negative Effect of Youths' Exposure to Violent Television and Video Films Contents", highlights the significant influence of television and video content on youths, who are the future leaders of society. The study examines how exposure to violent programs—

featuring crime, sex, horror, and violence—affects the beliefs, values, and behavior of Nigerian youths, mirroring global concerns about media influence. Using qualitative research, alongside Cultivation Analysis and Social Cognitive Theories, the study explores the socio-cultural implications of these media influences and offers recommendations to address this alarming trend.

Shivam Das(2022) the journal titled. The paper highlights the “impact of films and social narratives on student’s life”. It’s astonishing how people with creativity can make wonders when seeing the world through their small camera or lens and creating masterpieces. The impact of cinemas is mostly on the youth, students in their late teens, and starting to hit adolescence especially after OTT platforms and free source platforms like YouTube have come into play. Since they have finally started to see the world outside and its cruel ways, they have started exploring and thinking. As everything has a positive and negative side so have movies. Movies set up an unrealistic beauty standard and inferiority complex among students but also movies bring people together. Films have served their purposes for many years be it for entertainment purposes or to uplift a social cause. Students should take movies to be just as a mode of entertainment and it’s safe if they know the difference between real life and reel life nothing else. They might find inspiration in Biopics and documentaries but it is not mandatory to relate every fiction and idolize the movie icon.

Research Methodology

Objectives of the Study

- To analyzing the influencing factors of movies on youth behaviour.
- To study about the behaviour change in youth after watching a movie.
- To identify the influence of socio-demographic background of the youth in watching movies
- To understand whether the movie encourages crimes among the youth.

Research Design

The research has implemented descriptive research design. Researchers used a quantitative method of data collected data. Descriptive research design that has been adopted for this study. This research design is descriptive in nature.

Universe of the Study

The research focuses on 30 youths aged 19–30 from Vadakkanchery Panchayat.

Sampling Size and Design

A simple random sampling method was used to select respondents.

Major findings:

- Majority of the respondents (50%) are frequently watching movies.
- Majority of the respondents (50%) are feels relaxed after watching a movie.
- Majority of the respondents (53.33%) are preferred to watch comedy films.
- Majority of the respondents (83.33%) are repeatedly watch the movie which they liked the most.
- Majority of the respondents (33.33%) are watch at least 4 times the movie which they liked the most.
- Majority of the respondents (66.67%) are attracted by the story line of the film.
- Majority of the respondents (73.33%) are persuaded to watch the film by a friend or relative.

- Majority of the respondents (56.67%) are not liked to watch film by the same gender as the respondents. The respondents are liked to watch opposite gender films.
- Majority of the respondents (73.33%) are liked to watch film in theatre.
- Majority of the respondents (96.67%) are not influenced to use any kind of drugs after watching a movie.

Suggestions

- A larger and more diverse sample would provide a more comprehensive understanding of cinema's impact on youth.
- Incorporating interviews or focus groups would add depth to the quantitative findings.
- Include recommendations for promoting media literacy among youth to help them critically evaluate cinematic content.
- Conduct a longitudinal study to assess the long-term behavioral and cultural impacts of movies.

Conclusion

Cinema is a powerful medium that significantly influences youth behavior and societal norms. While it can promote cultural awareness, creativity, and education, it also poses risks by glamorizing harmful behaviors and unrealistic ideals. The findings underscore the importance of consuming media critically and in moderation to mitigate potential negative effects.

Ultimately, the impact of movies depends on individual perception and the ability to differentiate between reel and real life. As Theodore Levitt aptly stated, "Anything in excess is a poison," emphasizing the need for balance in media consumption.

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