



## **Impact of Globalization and Bollywood Cinema on the Youth of Chanesar Goth**

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### ***Abstract***

*The purpose of this report is to investigate the life choices made by the youth of Chanesar Goth after watching the role of protagonist from Bollywood films. It has been observed that the youth of the said locality has been influenced a lot from the Bollywood films therefore this research has been conducted to find out the life choices made by the people. Qualitative research approach and survey method was used to conduct this study. As whole Pakistan cannot be opted so only one slum area has been chosen and that of Chanesar Goth, Karachi. Survey was not only a basic knowledge collection tool for this study,. The sample size for this research was 25 and sample group was teenagers ranging from 13 to 19 years old. All were males, If we look to the overall results, we come to know that Bollywood films are creating a deep impact on the life choices of the people living in Chancer Goth.*

**Keywords:** *Bollywood, magic bullet theory, Chanesar Goth, protagonist, youth*



## **Introduction**

It has had its own culture, which is the identification and representation of a person, since the inception of Pakistan, like any other country. The Hindu community dominates Muslims living in Pakistan because they live unruffled before separation. Any nation's ethnicity deals with the basic elements of community, including language, attitude, communication style, belief structure, societal norms and values observed by a person in society. Community has an effect on every part of human life. In other words, the reflection of our society is our thought and mindset, so it tells us all. (Juni, 2014). In the creation or downfall of cultures of different nations, media plays a crucial role, it may influence or totally demolish it. There are two distinct forms of culture, which are cultural and non-material. Material involves objects that have physical presence and non-material culture that contend with things that have no physical appearance, and media have the ability to influence all of these things easily. Film is one of the mass media in contemporary times, and has played a critical role in conveying the message. For decades, Russia has used this medium to inform people about what is happening in their setting, such as in World War I, to influence the people about the current war that is to their advantage and have used it as an aspect of inspiration. (Smither, 2015). As a powerful social influence,



films have given rise to social issues and their challenges, people have begun to adapt it from here despite finding that their own society is actually influenced. The invincible force of movies is an unquestionable reality despite the various types of advertising.

Nowadays Bollywood movies are very much popular amongst the youth of Pakistan. These movies are becoming the major source of attraction for our youth. Children and teenagers have started to depict those film actors which they find interesting and they create chaos while being shown as heroes. This psychology is creating a negative impact and making them more violent in their daily life.

Indian cinema is one of the largest film industry in the world which produces 750 films annually (Khan, 2014) and Pakistan on the other hand is one of the biggest patrons of Indian films. Indian films have acquired popularity in our surroundings in a short succession of time since the decline of Pakistani cinema, and now almost all of Pakistan's cinemas screen Indian films in modern times, regardless of the fact that they hurt Pakistan's traditions and youth have begun to follow their languages, style, clothes and even the names of many movie characters in their daily life, which is destroying our own culture and disorienting our society badly.

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An article from Dawn news suggested that the “Chenesar Goth”, which is situated near Shahrah- e- Faisal, is now becoming another upcoming Lyari of Karachi. Its law and order situation is quite critical. A large number of residents of this area were forced to leave their places when a gang of drug dealers made this shanty town the center of their operation”.<sup>1</sup>

This research “The Impact of Bollywood cinema on the youth of Chenesar Goth” is conducted to achieve that does it really affect the violent nature of the individual caused by the Protagonist of the Bollywood films.

### **Objectives**

To determine the youth of Chanesar Goth, Karachi becoming violent by getting influence from the protagonist of the Bollywood film.

### **Hypothesis**

$H_1$ : Bollywood films do put an impact on the decision making of the youth of Chenesar Goth, Karachi.

$H_2$ : Bollywood films do not put any impact on the decision making of the youth of Chenesar Goth, Karachi.



### **Limitation**

The limitation is that there is a restriction that this survey is covering only male youth of the slum area and secondly its covering only an area of Chanesar Goth, so automatically this will affect the idea that it will be the perception of the people living only in that area.

### **Problem Statement**

Life choice of the youth of Chenasar Goth is getting influence from the Bollywood protagonist cinema as they are getting extreme violent and criminals and mobsters of the particular cinema are becoming their source of inspiration and influence. The past researches show increase number of criminal activities has been taken place in Chanasar Goth, criminals who were getting arrested belongs to the same geographic location, hence a strong drift has been noticed in the mentioned age group of the area.

Therefore, the purpose of the research is to investigate the life choices of Bollywood cinema on the youth of Chanasar Goth.

### **Research Question**

RQ1 Do they watch Films?

RQ2 Which cinema do they prefer watching?



RQ3 Which Bollywood films do they watch?

RQ4 for what purpose do they watch film?

RQ5 Do they really depict themselves into Bollywood characters?

RQ6 Are Bollywood films creating an impact on the life of the people

### **Literature Review**

Juni (2014) said that the viewer would participate more in sexual interaction among their peers after watching more sexual material on television in films and entertainment programs.

Jaikumar (2003) observed that, the Hindi film refuses to conform with Western standards of realism. If Hollywood has strategies that allow its imaginary universe to seem internally cohesive and invisibly placed together another sense of coherence and truth orchestrates Indian films.

Bugra (2003) concluded that in Hindi cinema the costumes, the sets, and the lifestyles shown are often wishful rather than realistic.

Mehboob (2017) stated that due to Indian Movies, vulgarity among Pakistani youth has become the greatest cause of establishing the impression of illicit relationship by promoting the idea of 'boyfriend' and 'girlfriend' in the film stories, therefore our youth follow these narratives and as a result the rate of love marriage in which most of the marriages are conducted day



by day in our societies without the permission of parents. Our youth imitate Indian actors in clothing, hair styles and language and like to behave as celebrities of Indian films and copy the words spoken in the films by the protagonists, villains and other characters, and in this way these films have a sharp influence on our culture of dressing and language.

### **Theoretical Framework**

A theory is an interpretation of how a marvel functions or is likely to operate. Conjecture is used to explain how things are going to happen. A definition offers reasons for interpreting a marvel. It may be a proven and verifiable term used to describe an occurrence. (Nwabueze, 2014). A theory describes substances dependent on empirical and preserved perception; it simply notes that objects happen in such ways. (Nwodu, 2006).

Following is the theory which has a deep impact on the study conducted.

### **Magic Bullet Theory**

The principle of the enchantment bullet, now and then alluded to as the hypodermic needle model, expects that a media advertisement is thoroughly "infused " into the awareness of the beneficiary and is fully understood at face value. The paradigm of the Battle of the Worlds is the most comprehensible example of this media hypothesis: members of the radio



audience were told that a foreign invasion was going on and immediately scared and went on, scrutinizing the study or its causes.

After World War I, Harold Lasswell suggested the principle of the Magic Bullet. The theory developed during the 1930s consequently ruled on the amount and quality of effect media communications had on individuals of the expected interest group. (McQuail, 2005). As radio, films and advertisements achieved immense fame between the 1930s and 1950s, the influence of the media on people's behavior seemed to be very apparent and extremely disturbing now and then. (Communication Studies, 2017). Advertisements for papers and magazines nudged on American ads, pulling still frugal individuals into dazzling shopping establishments. The radio speeches of President Franklin D. Roosevelt, known as the "fireside chats," millions of residents in the aftermath of the Great Depression to endorse his New Deal policies. Adolf Hitler used the newspapers to distribute purposeful Nazi publicity in Germany, making a single power eager to overcome Europe (Communication Studies, 2017). Individuals really seemed powerless to oppose the signals that came from the newspapers to the daily eyewitnesses. Unexpectedly, communications were produced in order to achieve explicit responses considering the desired interest audience.



### Research Methodology

Qualitative research methods are carried out to assess the effect of Bollywood cinema on Pakistan's society, and survey methods have been used to perform this research. It isn't possible to cover whole Pakistan as compare to only one slum area i.e Chanesar Goth, Karachi. For this study, the survey was not only a single information collecting tool, but questionnaires and other methods such as planned and in-depth interviews, observation, and content interpretation are often frequently used to get the right survey answer.

The sample size for this research was 25 and sample group was teenagers ranging from 13 to 19 years old. All were males, can be both educated and uneducated, having mostly lower class, including people from all religious background, have any ethnicity, and can be both employed and unemployed.

### Research Finding

1. Do they watch Films?

Table 1

No of Respondent	Yes	No	Yes (Percentage)	No (Percentage)
25	25	0	100%	0%

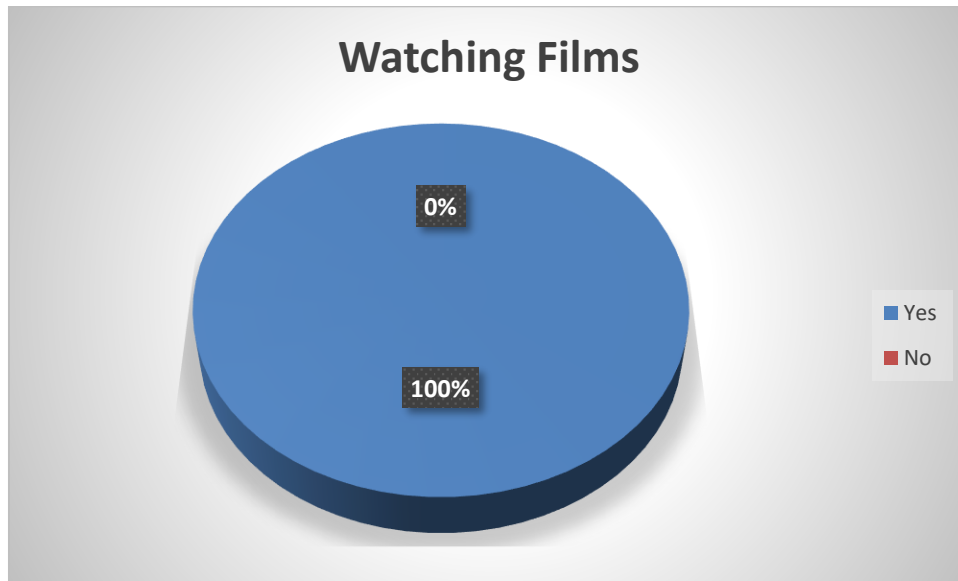


Figure 1

100% respondents watched films and have a keen interest in film viewing, this indicates that the respondents know about the key elements of films.

## 2 Which cinema do they prefer watching?

Table 2

No of Respondent	Bollywood	Other
25	100%	0%

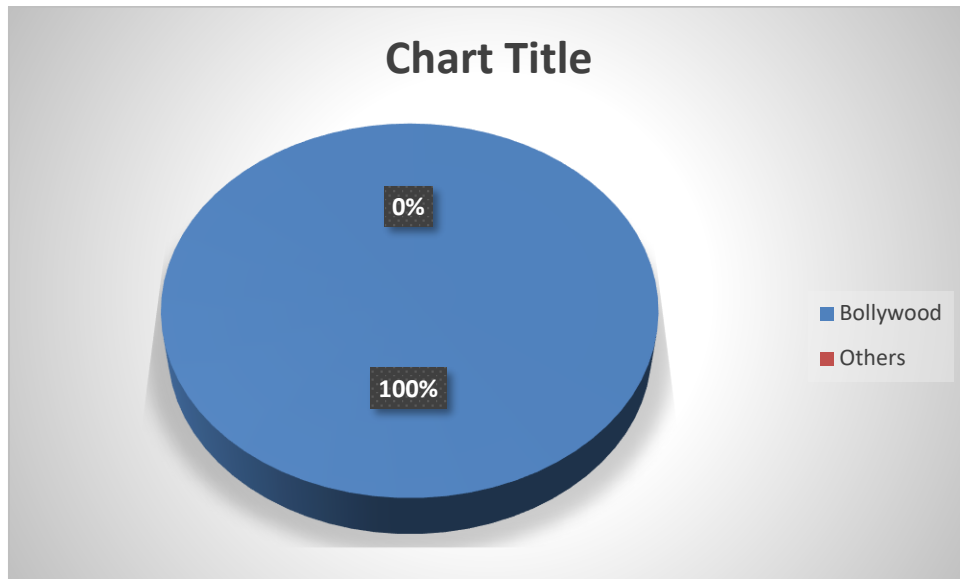


Figure 2

When asked from the respondents about the filmmaking aspects and preference of cinema, 100% of the respondents have a keen interest in Bollywood cinema. Therefore, one can predict that the respondents are affecting from the impacts of Bollywood cinema.

2. Are Bollywood films creating an impact on the life of the people?

Table 3

No of Respondent	Yes	No
25	72%	28%

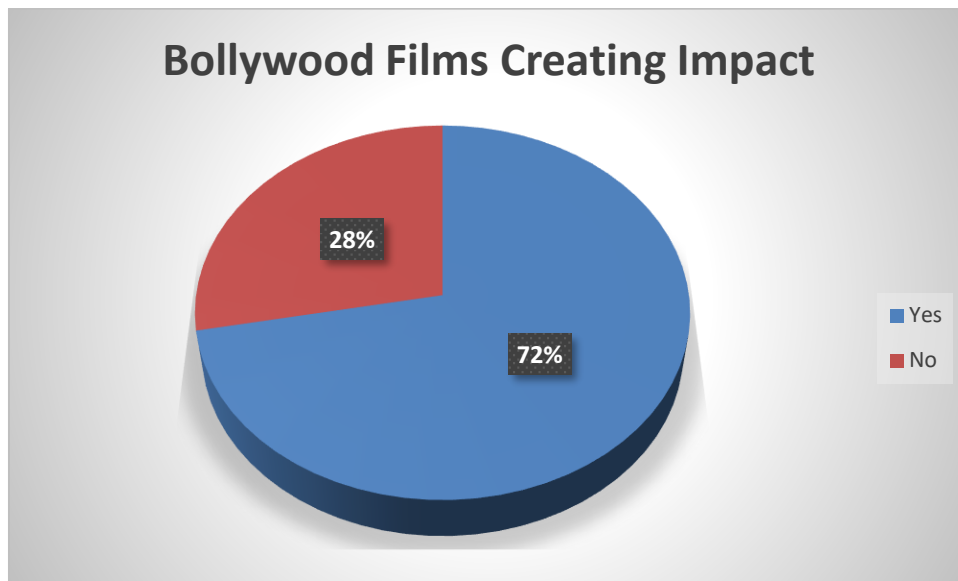


Figure 3

When asked from the respondents that do Bollywood films creating an impact on the life of the people, 72% of the respondents agreed that Yes they have an impact of Bollywood films in their lives, however 28% of the respondents claims that Bollywood films do not have an impact in their lives.

#### **Analysis and Conclusion**

Cluster analysis has been conducted and if we look at the overall result of the survey which took place out of 25 sample size, 18 said that Bollywood cinema is creating impact on their lives and remaining 7 said that it does not have an impact on them, if we take an average of it 72% said that it does



have any impact on their lives or on their decision making and rest 28% said no it does not have any impact.

According to the discussion in this study that “Is Bollywood cinema impacting the life choices of Chanesar Goth youth, well while looking all the data and research which is conducted, one will go with the first hypothesis that “Bollywood films do create an impact on the decision making of the youth of Chenesar Goth, Karachi”. Youth of this area watches Indian content and are being affected by it. One of the respondents shared that he is impressed with the film “Dhoom” and have started to take participate in bike riding, many times he had accident while riding bike but he is not willing to give up his passion.

One of the respondents also shared that after the release of the film “Gang of Wasseypur” many of his friends who were jobless have indulged themselves into crime, and have accepted that their inspiration is the protagonist of that film.

Once we look deep into their lives, we find out that their daily actions are impacted by Bollywood films, as the culture which is being shown in the films have been adopted by the local people of the town, it’s not just the



language but also dressing and actions which are harming our own culture as well.

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