



LOVE RELATIONSHIPS : YOUTH PERSPECTIVES

Savita¹ & Dr. Namarta Joshi²

¹Research Scholar, Guru Nanak Dev University.

²Associate Professor, Guru Nanak Dev University.

ABSTRACT:

India is the land of multicultural diversity that has developed the discourse of love based on its distinct region and diverse culture. Love is an emotion that actually motivates one to do something beyond reach of one and helps to avoid what is painful and sometimes it is also love that gives pain, depicting the negative shade of love. India has played a great role in shaping understandings of sexuality, and it could be argued that one of the first pieces of literature that treated "Kama" as a science came from the Indian subcontinent. The Indian outlook towards love relationships can be ultimately justified by the context of historical art in the forms of painting, sculptures, poems, documentaries that express different form of love and relationship between man, women, god, semi god and goddesses. The presence of romance and love in Bollywood films attract youth at wide. Over the time, the boldness and nudity in Bollywood have increased at multifold to attract the viewers and make the film commercial hit. Simultaneously, the romantic films have inspired youngsters by conveying the teaching of how to express feelings by usage of romantic dialogues and songs in relations and by giving trends like Friendship day, Valentine day .The platonic shade of Love have broken the taboos like Inter-caste, Inter-religion marriage. While the erotic shade of love has depicted boldness the necessity in Bollywood films. This study is therefore timely, as society needs to be aware of the youth perspective regarding love relationships depicted in Bollywood. Cinema is a powerful source of bringing social change and youth is a segment which is highly affected as they are immature and try to imitate reel life into real life. The survey would be conducted among the target audience to acknowledge the impact and dimensions of Bollywood love relationships on youth. The study aims at presenting quantitative results to know about the topic.



The presence of romance and love in Bollywood films attract youth at wide. Over the time, the boldness and nudity in Bollywood have increased at multifold to attract the viewers and make the film commercial hit. Simultaneously, the romantic films have inspired youngsters by conveying the teaching of how to express feelings by usage of romantic dialogues and songs in relations and by giving trends like Friendship day, Valentine day .The platonic shade of Love have broken the taboos like Inter-caste, Inter-religion marriage. While the erotic shade of love has depicted boldness the necessity in Bollywood films. This study is therefore timely, as society needs to be aware of the youth perspective regarding love relationships depicted in Bollywood. Cinema is a powerful source of bringing social change and youth is a segment which is highly affected as they are immature and try to imitate reel life into real life. The survey would be conducted among the target audience to acknowledge the impact and dimensions of Bollywood love relationships on youth. The study aims at presenting quantitative results to know about the topic.

KEYWORDS: Love relationships, Youth, Bollywood, Romance.

INTRODUCTION

According to Anthropologist Charles Lindholm 'Love is an intense attraction that involves the idealization of the other, within an erotic context with expectation of enduring sometime into the future. Love is basically aesthetic

feeling of one toward other as a part of emotional attraction which inbuilt social bond of humans with each other called relationship which one express in the form of verbal and non-verbal communication'. The pioneer of rich contribution of love relationships in India take birth from the colonial rule which

structure the form of sexuality in the attitude and opinion of people through the rich multicultural historical India's art form including sculpture of khajuraho, kamasutra tales, painting and poems as a medium of expression to know how love was expressed in relationship between man, women, god and

goddesses. In today's era cinema has become more than an instrument of social change. It is a medium of infotainment along with giving the reflection of society it also entertains in multifold.

Among all genre of Bollywood films, romantic films are something which can never go out of liking mode among audience of all ages. But the youngsters are the one who are excessively affected as romantic films are always considered center of attraction for them. They feel pleasure in promoting their favorite films like updating status and stories through social networking sites. Valentine's Day, Friendship Day is becoming fashion symbol among the relationship that are religiously followed. Youngsters are curious to involve the usage of romantic dialogues and songs in relations to attract, impress and sometimes to deceive others into love. Some of the dialogues like "Hum ekbaarjeetehai, ekbaarmartehai, shaadibhiek bar hotihai.. aurpyarekbaar hi hotahai"(kuchkuchhotahai). Another one "Agar yeh tujh se pyar karti hai toh yeh palat ke dekhegi...palat..palat!"(DilwaleDulhania Le Jayenge); become well known real life. Cinema has number of shades of romantic films. Studies have explored few types of romances in movies i.e. theme of love at first sight , unrequited romantic love, obsessive love, sentimental love, spiritual love, forbidden love/romance, platonic love, sexual and passionate love, sacrificial love, explosive and destructive love, and tragic love. Among all these Platonic shade and erotic shades are most highlighted ones. More over filmmakers have understood the need of eroticism as need to make their film commercial hit. The period of Hindi cinema from the 1990s and onwards is referred to as 'New Directors'. Also the views about sexuality are changing with time. After film 'Murder'was made; 10 years down the line extra-marital/pre-marital sex use to be a big thing that cannot be displayed on cinema's screen. "Now, multi-partner relationship too isn't something that is raised eyebrows on."(RiaDhilon). This shows that the time is drastically changing and more boldness is now portrayed in movies.

METHODOLOGY

The present study is a survey based study. A sample of 100 college students both girls and boys students (50 each) was randomly selected from the colleges of Jalandhar city. A carefully designed questionnaire consisting of a set of questions was given to the sample. Results and conclusions were made on the basis of the answers given by the respondents.

SIGNIFICANCE OF STUDY

Romantic movies have been popular in Bollywood since the Hindi film industry came into beings, and since then the legacy of romance movies has continued. While romantic movies have been hugely popular since the 60s and 70s, the 80s brought about a new glam to the movie industry. The 80s unleashed a dynamism that was never seen before in Hindi films and the trend only got better. The 80s made way for a new-wave of romantic-comedies in the 90s. Since the 90s the romance genre in Bollywood has evolved tremendously. Romantic movie have always been one of the popular genre. The trends that are put across by these movies are highly adopted by audience. Romantic Bollywood movies are popular with all age groups; however, romance movies are insanely popular with college goers. Teenagers are the significant number at multiplexes and single-screen cinemas on weekdays and weekends. Romantic films in Bollywood do exceedingly well at the box-office, and many filmmakers love to go with the tried-and-tested formula. It is essential to study the impact of romantic films on youth. It is important to study how deep the trend is piercing; so that further also these movies can be used as a tool of breaking taboos.

AIMS AND OBJECTIVES

1. To know the historical perspective of romance in Bollywood films.
2. To study the impact of romantic films on real life situations of youth.
3. To acknowledge the usage of Bollywood romantic dialogue and songs by youth in relationships.
4. To study the role of Bollywood romantic films in breaking taboos like inter-caste, inter -religion marriage.

HYPOTHESIS

1. Youth get affected magnificently and try to imitate its trends into real life also to express their favoritism toward particular film, actor, dialogue, song etc.
2. Romantic dialogues and songs both are in usage of trending gesture by youth among their relationships.
3. Bollywood romantic films are not much successful in splitting the evils like inter-caste and inter-religion marriage.

REVIEW OF LITERATURE

Driesmans K Vandenbosch L and Enggermont S in their research paper titled ‘True love lasts forever: The influence of a popular teenage movie on Belgian girls’ (2016) state that romantic films induce idealized views on romantic relationships among adolescent girls. Immediately after watching a romantic film girls with high level of para-social attitude try to interact themselves more with their favorite movie character and further endorse idealistic romantic beliefs. While once teenage girls turn their attention away from the romantic film the effect’s on their romantic beliefs dissolve quickly and the impact of media exposure also decreases with the increasing age.

Veronica Hefner and Barbara J Wilson in their research paper titled ‘ From Love at First Sight to Soul Mate: The Influence of Romantic Ideals in Popular Films on Young People’s Beliefs about Relationships’(2013) states that young adults are choosing romantic movies over other genre of films that formulate romantic ideals among them. With changing gratification of youth toward media the meaning of love relationship has also changed in the visual world. Adolescents who watch films for the motive to learn something are more likely to endorse romantic beliefs about love relationship as comparative to others.

Christine M Bachen and Eva Illouz in their research paper titled ‘Imagining romance young people cultural models of romance and love’ (2009) states that media and its content play a prominent role in shaping romantic imagination among adolescent.It builds imagined vision of romance with luxury and leisure which in real life make a confusion of what media have promised them and what they are facing in real life with the growing complexities of love.

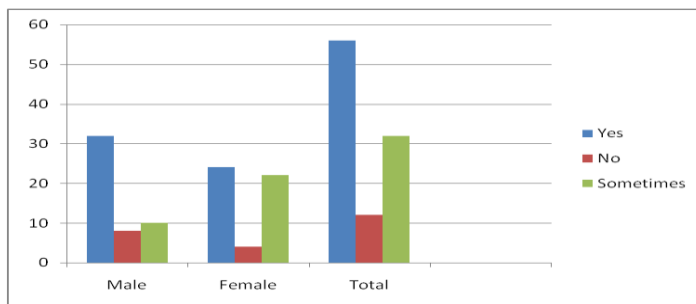
MyreinEulahKeria, Kathleen P Rayo, Miriam Grace, Aquino Malabanan and Elna R Lopez in their research paper titled ‘The Influence of Media on Youth People’s Attitudes towards their Love and Beliefs on Romantic and Realistic Relationships’ (2014) states that Mass media consumption forms a basic part of young people’s life. Media by winning the hearts and minds of youth effects teenager’s perception of thinking and belief toward love relationship. It supports that youth structure their formulas of reality according to what they see or hear from media.

Lauren Galloway, Erika Engstrom and Tara M. Emmers- Sommer in their research paper titled ‘Does Movie Viewing Cultivate Young People’s Unrealistic Expectation About Love and Marriage’ (2015) states that adolescent found significant relationship between Romantic Dramas and idealized notion of faith. Youth try to make a matching combination of their life with the favorite romantic film and characters which persuade greater possibilities of Intimacy in the real life transforming from reel life.

Data Analysis and Interpretation

Figure 1: Do you like to watch Bollywood romantic films

	Male	Female	Total
Yes	32	24	56
No	8	4	12
Sometimes	10	22	32

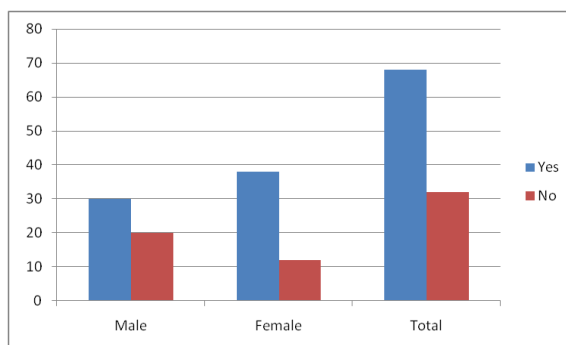


The above figure shows that 32 percent of male and 24 percent of female likes to watch Bollywood romantic films. 8 percent of male and 4 percent of female are not interested while 10 percent of male and 22 percent of female are only sometimes interested to watch Bollywood romantic films.

The majority of youth respondent with the total 56percent likes to watch romantic films as romance movies are insanely popular with college goers.

Figure2: Do you think Bollywood romantic films have influenced real life situations?

	Male	Female	Total
Yes	30	38	68
No	20	12	32

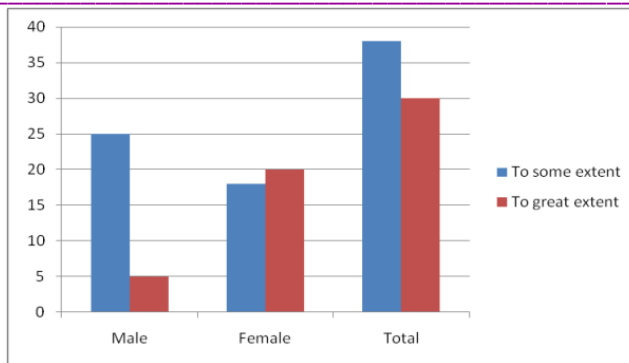


The above figure shows that 30 percent of male and 38 percent of female agrees that they are affected in real life after watching romantic films. While 20 percent of male and 12 percent of female do not feel so.

The majority of 50 percent of total respondent are affected by Bollywood romantic films. As youth are immature in nature and try to imitate reel life into real life.

Figure 2 a. If yes than to what extent?

	Male	Female	Total
To some extent	25	18	38
To great extent	5	20	30

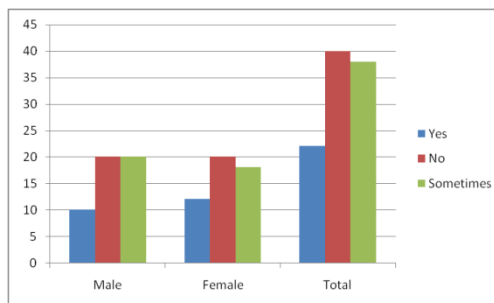


The above figure shows the extent to which respondents are affected by the impact of romantic Bollywood films. 10 percent of the male, 20 percent of female are affected to some extent, while 20 percent of male and 18 percent of female are greatly affected.

The female respondent is more affected. One of the reasons is that females are considered more sensitive than male.

Figure 3: Do you like to watch negative shades of love in films?

	Male	Female	Total
Yes	10	12	22
No	20	20	40
Sometimes	20	18	38

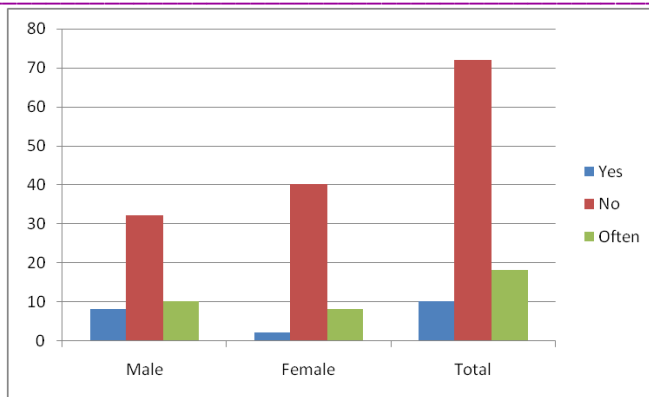


The above figure shows that 10 percent of male, 12 percent of female like to watch negative shades, 20 percent of male and 20 percent of female did not like to watch while 20 percent of male and 18 percent of female like to watch negative shade of love sometimes only.

The majority of the respondent did not like to watch negative shade of love in films .The Indian culture is highly affected with the platonic shade of love which can't be negative.

Figure 4: Do you think stalking or eve teasing of heroine by hero to wooing her is acceptable?

	Male	Female	Total
Yes	8	2	10
No	32	40	72
Often	10	8	18

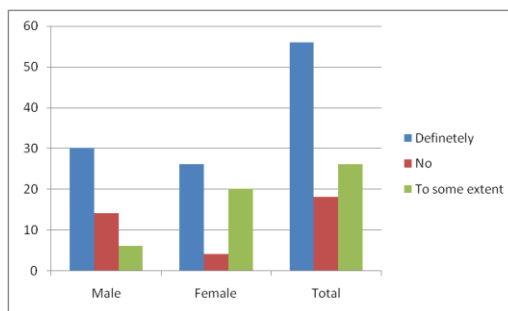


The above figure shows that 8 percent of male and 2 percent of female feels that stalking or eve teasing of heroine by hero to wooing her is acceptable. 32 percent of male and 40 percent of female did not feel so. While 10 percent of male and 8 percent of female often believe so.

The majority of male and female respondent did not believe that stalking or eve teasing of heroine by hero is acceptable.

Figure 5: Do you think romantic Bollywood films are becoming bolder with time?

	Male	Female	Total
Definetely	30	26	56
No	14	4	18
To some extent	6	20	26

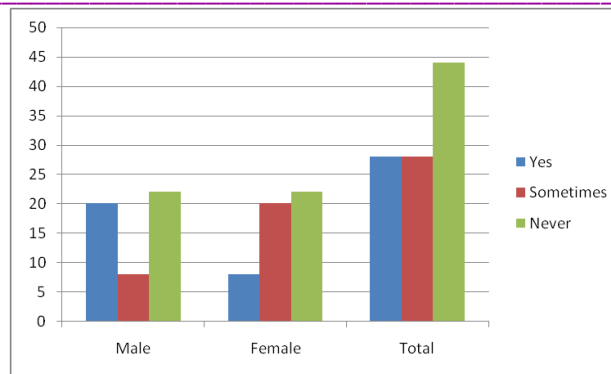


The above figure shows that 30 percent of male and 26 percent of female feels that the romantic Bollywood films are becoming bolder with time. 14 percent of male and 4 percent of female did not feel so. While 6 percent of male and 20 percent of female feels to some extent only

The majority of 56 percent male and female respondent believes that Bollywood romantic films are becoming bolder as it is the demand of time.

Figure 6: Do you make use of romantic songs in your relationships?

	Male	Female	Total
Yes	20	8	28
Sometimes	8	20	28
Never	22	22	44

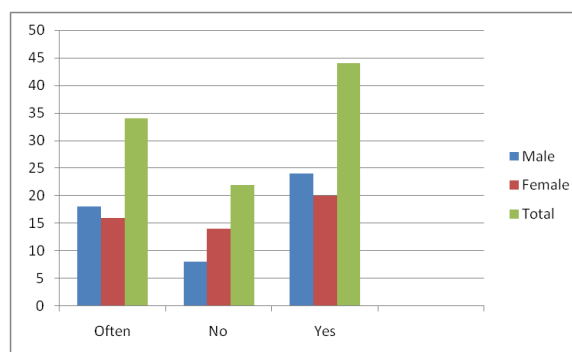


The above figure shows that 20 percent of male and 8 percent of female make use of romantic songs in their relationship. 8 percent of male and 20 percent of female use sometimes only. While 22 percent of male and 22 percent of female never use it.

Male respondents highly make use of romantic songs while female use sometimes only. One of the reasons is female got much attracted with such tricks.

Figure 7: Do you use romantic dialogue from Bollywood films?

	Male	Female	Total
Often	18	16	34
No	8	14	22
Yes	24	20	44

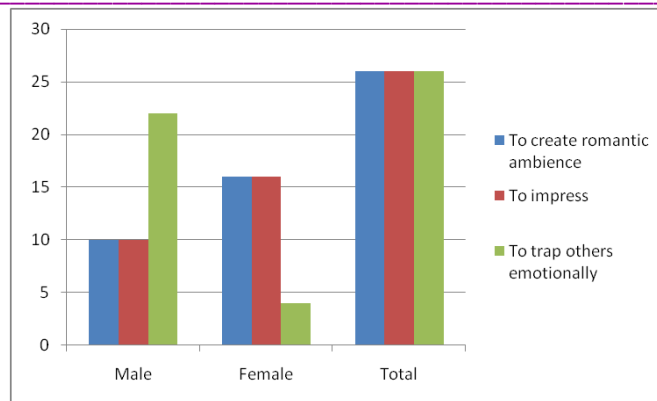


The above figure shows that 18 percent of male and 16 percent of female often use romantic dialogue. 24 percent of male and 14 percent of female never use it. While 8 percent of male and 20 percent of female vastly make use of it.

The male respondent are much engaged in making use of romantic dialogues as male are in knowledge that female gets easily convinced with these gestures.

Figure 7(a): If yes, then in which situation do you use them?

	Male	Female	Total
To create romantic ambience	10	16	26
To impress	10	16	26
To trap others emotionally	22	4	26

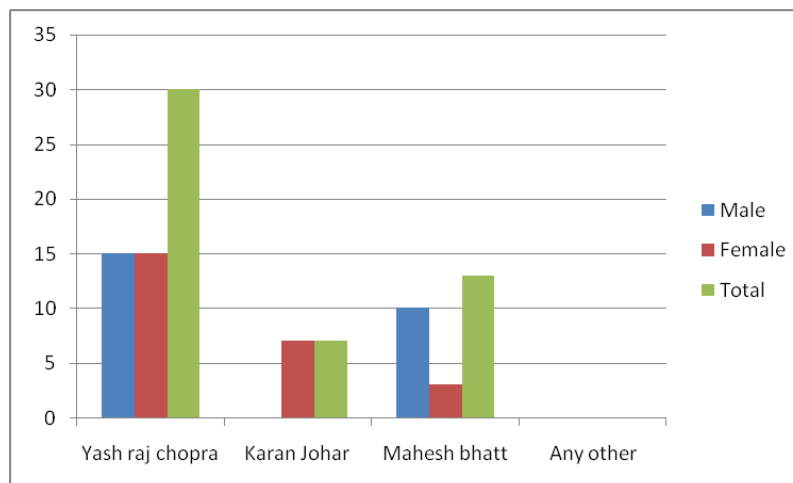


In the above figure 10 percent of male and 16 percent of female use romantic dialogue to create romantic ambience. 10 percent of male and 16 percent of female use to impress. While 22 percent of male and 4 percent of female use romantic dialogues to trap other emotionally.

The majority of male respondent use romantic dialogue to attract others. While the majority of female respondent use it to create romantic ambience and to impress other.

Figure 8: Whom do you think should be called as the king of romance in Bollywood?

	Male	Female	Total
Yash raj chopra	15	15	30
Karan Johar	0	7	7
Mahesh bhatt	10	3	13
Any other	0	0	0

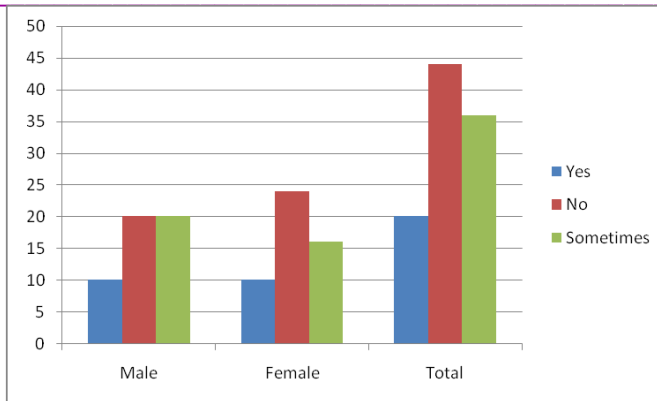


The above figure shows that 15 percent of male and 15 percent of female thinks Yash Raj Chopra as king of romance in Bollywood. 0 percent of male and 7 percent of female goes with Karan Johar. While 10 percent of male and 3 percent of female goes with Mahesh Bhatt.

The majority of respondent called Yash Raj Chopra as the king of romance in Bollywood as along with magnificent love stories Yash banner has also given evergreen songs to film industry which are used and liked by majority every now and then.

Figure 9: Do you find any change in yourself after watching Bollywood romantic films?

	Male	Female	Total
Yes	10	10	20
No	20	24	44
Sometimes	20	16	36

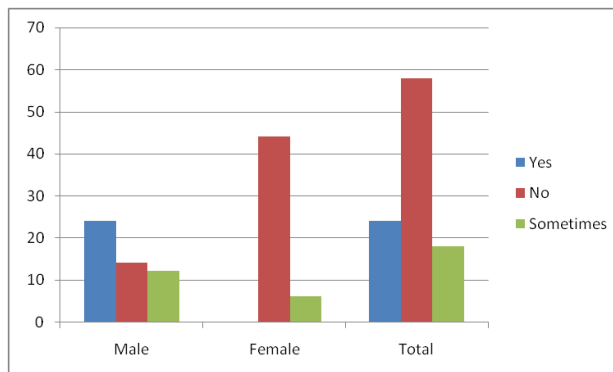


The above figure shows that 10 percent of male and female find change in themselves after watching Bollywood romantic films. 20 percent of male and 24 percent of female did not find so. While 20 percent of male and 16 percent of female find change sometimes only.

The majority of the respondents do not find much change in themselves. One of the reason is that the youth are active participant and they understand what is good and bad for them. Youth doesn't blindly follow each and everything.

Figure 10. Do you like to watch porn/adult films?

	Male	Female	Total
Yes	24	0	24
No	14	44	58
Sometimes	12	6	18

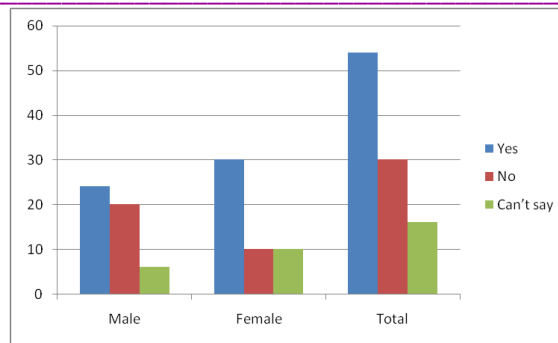


The above figure shows that 24 percent of male with 0 percent of female like to watch porn/adult films. 14 percent of male and 44 percent of female do not like. While 12 percent of male and 6 percent of female like to watch sometimes only.

The majority of male respondent like to watch porn films with almost negligible percent of female. One of the reason is that female teenagers are shy as compared to male.

Figure11. Do you think some trends like Valentine's Day/Friendship Day etc. were inspired by Bollywood?

	Male	Female	Total
Yes	24	30	54
No	20	10	30
Can't say	6	10	16

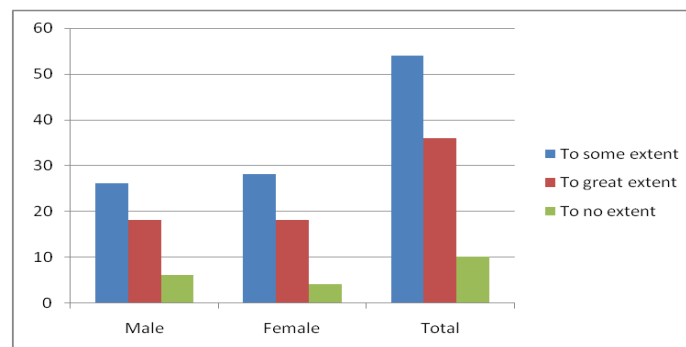


In the above figure 24 percent of male and 30 percent of female thinks that some trends like Valentine’s Day and friendship day are inspired by Bollywood. 20 percent of male and 10 percent of female do not think so. While 6 percent of male and 10 percent of female are not sure.

The majority of the respondents feel that Bollywood films are setting trends like Valentine and Friendship day in relationship. As teenagers feels happy to make it as a medium of expression in relationship.

Figure 12. How far do you think the concepts like Live in Relationships are being influenced by Bollywood?

	Male	Female	Total
To some extent	26	28	54
To great extent	18	18	36
To no extent	6	4	10

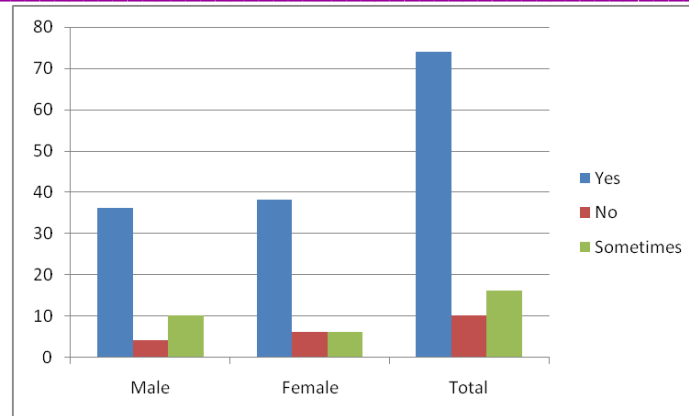


In the above figure 26 percent of male and 28 percent of female feels that the concepts like Live in Relationships are influenced by Bollywood to some extent only. 18 percent of male and female have opinion that influence is at peak level. While 6 percent of male and 4 percent of female feels its influence negligible.

The majority of respondent feels that films have influenced. One of the reasons is that youth wants novelty in life and films inspired to have it.

Figure 13. Do you think Bollywood Films have broken taboos like inter-caste or inter-religion marriage?

	Male	Female	Total
Yes	36	38	74
No	4	6	10
Sometimes	10	6	16

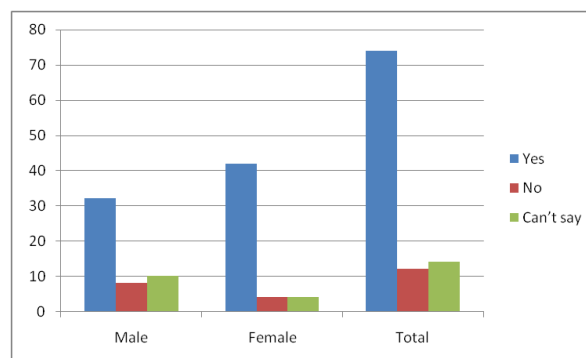


In the above figure, 36 percent of male and 38 percent of female feels that Bollywood Films have broken the taboos like Inter-caste, Inter-religion marriage. 4 percent of male and 6 percent of female do not feels so. While 10 percent of male and 6 percent of female feels that Bollywood films have broken taboos like Inter-caste, Inter-religion marriage rarely.

The majority of respondent feels that Bollywood films have broken taboos like inter-caste, inter-religion marriage. One of the reasons is that the visual media is an effective media to persuade audience.

Figure14. Do you think Bollywood films inspired honeymoon destination for couples?

	Male	Female	Total
Yes	32	42	74
No	8	4	12
Can't say	10	4	14



In the above figure, 32 percent of male and 42 percent of female have opinion that they are inspired from Bollywood films for honeymoon destination. 8 percent of male and 4 percent of female don't think so. While 10 percent of male and 4 percent of female are not sure.

The majority of the respondents have opinion that a Bollywood films gives them ideas for honeymoon destination. As the beautiful locations shown in movies, camera angles and editing tricks creates such a dreamy environment on screen that gets into the mind of youths which they desire to fulfill.

RESULTS

Hypothesis 1: Youth gets affected magnificently attracted towards romantic films and try to imitate trends of it into real life also to express their favoritism toward certain film, actor, dialogue, song etc. The present study shows that 68 percent of youth feels that they get affected by the impact of romantic films. While 32 percent do not feel so. Hence Hypothesis 2 is proved positive.

Hypothesis 2: Romantic dialogues and songs both are in usage of trending gesture by youth among their relationships.

The present study shows that 56 percent of youth agrees that they make usage of romantic songs and 44 percent of youth do not.

While 78 percent of youth agrees of making the usage of romantic dialogue in their relationships and 22 percent do not. Hence Hypothesis 3 is proved positive.

Hypothesis 3: Bollywood romantic films are not much successful in splitting the evils like Inter-caste and Inter-religion marriage.

The study reveals that 74 percent of youth feels that Bollywood romantic films are successful in splitting evils like Inter-caste and Inter-religion marriage. 16 percent feels it split sometimes while 10 percent do not feel so. Hence Hypothesis 4 is not proved positive.

CONCLUSION

Today there is so much use of romantic realism in our Bollywood industry as it is becoming emotional stimulation to trap audience into the fiction world full of adventure and drama. Romantic films are the core attraction of teenager's. If there is something for which they can spend money even in shortage than that is romantic films. The people start imagining them in the story which convinces them to follow trends going in the story. Selecting honeymoon destination influencing from the beautiful films location, usage of romantic dialogue, songs and fiction like situation are becoming fashion trends. The direction in which Bollywood cinema is going these days express clearly that the effect of romantic films on youth can be seen immediately and clearly by their changing dressing sense, way of talking, change in personality and living standards. The segment of real life Love relationships are highly influencing as we are ever hungry for stimulation and never quite satisfied with what we have. Instability in love relationships had increased the scope of extra marital affairs, Live in relationships and now become the fashion trend. Definition of love in real life is changing from platonic to erotic sense widely. Film makers have understood this fact that if they want film to be commercial hit essence of romance along with factor of eroticism is supreme requirement.

REFERENCES

- Bachen, C. M., & Illouz, E. (2009). Imagining romance: Youth People's Cultural models of romance and love. *Critical Studies in Mass Communication*, 13(4), 279-308.
Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/15295039609366983>
- Dhillon, Rea. (2017, Aug 1). Mahesh Bhatt's Khamoshiyan is an Erotic Horror. Retrieved from <https://www.desiblit.com/content/mahesh-bhatt-khamoshiyan-erotic>
- Driesmans, K., & Vandenbosch, L. E. (2016). True Love Lasts Forever: the Influence of popular teenage movie on Belgian girls' romantic beliefs. *Journals of Child and Media*, 10(3), 304-320. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/17482798.2016.1157501>
- Dwyer, Rachael. (2015, December 11). 10 great Bollywood romance films. Retrieved from <http://www.bfi.org.uk/news-opinion/news-bfi/lists/10-great-bollywood-romances>
- Galloway, L., Engstrom, E., & Sommer, T.M. (2015). Does Movie Viewing Cultivate Young People's unrealistic Expectations About Love and Marriage. *Marriage & Family Review*, 51(8), 687-712. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/01494929.2015.1061629?journalCode=wmfr20>
- Hefner, V., & Wilson, B. J. (2011). Love at First Sight to Soul Mate: The Influence of Romantic Ideals about Relationships. *Communication Monographs*, 80(2), 150-175. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/03637751.2013.776697>
- Keria, M. R., Grace, K. M., Malabanan, A., Lopez, E.R. (2014). The Influence of Media on Young People's Attitudes towards their Love and belief on Romantic and Realistic Relationships. *International Journal of Academic Research in Psychology*, 1(2), 7-16.
Retrieved from <http://dx.doi.org/10.6007/IJARP/v1-i2/1049>

-
- Kumar, Parveen. (2017, August 17). How romantic movies affect your relationship expectation! Retrieved from <https://www.boldsky.com/relationship/love-and-romance/2017/how-do-movies-affect-relationships-116496.html>
- Mishra, Anamika .(2016, February 13). Impact of bollywood on Indian youth. Retrieved from <http://anamikamishra.com/2016/02/impact-of-bollywood-on-indian-youth.html>
- Raj Kapoor and the Golden Age of Indian Cinema (2012, September 7). Retrieved from <http://hcl.harvard.edu/hfa/films/2012julsep/kapoor.html>
- Shades of Love - 25 great romances in Indian Cinema. (2014, February 13). Retrieved from <https://thereviewmonk.com/article/shades-love-25-great-romances-indian-cinema/>