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## A STUDY ON INFLUENCE OF CINEMA ON THE PERCEPTIONS OF INDIAN YOUTH TOWARDS THEIR LIFESTYLE ALIGNED FACTORS

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### ABSTRACT:

*Cinema is a form of popular culture which is accelerated by the fusion of art and technology. With its profound vivacity, cinema has allowed breaking through the burdens of everyday life by becoming an artificial substitute for everything real. Going through different intricacies of life, the mankind has given the cinema, an exceptional recognition, helping to materialize itself into an ideology in the world of art and entertainment. Movies are a rollercoaster ride that*

*transcends people into a whole different world fresh out of somebody's imagination (Felipe, 2008).*

**KEYWORDS:** fusion of art and technology, entertainment.

### 1. INTRODUCTION

Dr. Anand, Mulk Raj (1990) a renowned Indian writer has opined that cinema can stimulate the creativeness by showing the work of hand and the brain, by analyzing social and political activity and by bringing the deeper issues of human life before the people who cannot yet read or listen to the radio or tune in the television.

### 2. OBJECTIVES:

1. To study the influence of cinema on the perceptions of youth towards physical appearance.
2. To determine the influence of cinema on the perceptions of youth towards socializing

- activities.
3. To study the influence of cinema on the perceptions of youth towards career decisions.
4. To analyze the influence of cinema on the perceptions of youth towards family norms.
5. To determine the influence of cinema on the perceptions of youth towards sexual norms.

### 3. HYPOTHESES:

1. H 3: Heavy viewers of Cinema tend to give prominence to physical appearance to a higher degree than moderate and low viewers
2. H 4: Male heavy viewers tend to give prominence to physical appearance to a higher degree than female heavy viewers.
3. H 5: Heavy viewers of

4. Cinema tend to show interest in socializing activities to a higher degree than moderate and low viewers.
5. H 6: Male heavy viewers tend to show interest in socializing activities to a higher degree than female heavy viewers.
6. H 7: Heavy viewers of Cinema tend to show independent views in their career decisions to a higher degree, than moderate and low viewers.
7. H 8: Male heavy viewers tend to show independent views in career decisions to a higher degree than female heavy viewers.
8. H 9: Heavy viewers of Cinema tend to show liberal views towards family norms to a higher degree than moderate and low viewers.
9. H 10: Male heavy viewers tend to show liberal views

towards family norms to a higher degree than female heavy viewers.

10. H 11: Heavy viewers of Cinema tend to show liberal views towards sexual norms to a higher degree than moderate and low viewers.
11. H 12: Male heavy viewers tend to show liberal views towards sexual norms to a higher degree than female heavy viewers.

#### 4. VARIABLES OF THE STUDY:

To study the influence of Cinema on the perceptions of Indian youth towards their lifestyle aligned factors and their association with media convergence culture, six key variables are identified, like –media convergence culture, physical appearance, socializing activities, career decisions, family norms and sexual norms. Also the other independent variables like age, gender, educational background, status of living, current living vicinity, and the derived variable “Level of viewing” are considered for the study. Each variable is explained below in detail.

#### 5. SIGNIFICANCE OF THE STUDY:

Cinema is a surreal journey for many movie-lovers in India. Film and film-based entertainment together occupy a considerable part of the Indian spectators’ mindshare. And Hollywood, transcending the physical borders, could be able to become an Indian denizen by tapping the Indian market in various possible ways. Usually, the social dimension of the movie-viewing activity in India appears as a centre of group experience, habituated to a unique culture of involving social relations, including family to construct the event, when compared to Western societies (Srinivas, 2002). Srinivas (2002) also states that the seeking out of a solitary movie experience is considered as an anti-social and unnatural act. However, the fast spread wireless communication and digital technologies of the interactive media world have enabled audience, especially youth to experience the cinema and its semiotics, more personally, interactively, locally as well as globally. This tech-enabled scenario, along with growing popularity has advantaged Cinema to enter their personal film libraries in form of CDs, DVDs, sit in their PCs, mobile phones etc., and thereby occupy the mind space of youth by passing various carefully crafted ceaseless ideologies in a more concealed manner. Parenti (2010) argues that the popularity of Hollywood among audience is not just because there is a wave of spontaneous wave of popular demand surging from the base of the social order, but because it is being heavily marketed from the apex, and in course of time people become conditioned to slick, shallow, mediocre, and politically truncated cinematic presentations and soon becomes digestible ones. Hence, the persuasion of Cinema, while providing various forms of functional alternatives in its presentation of artistry as well as its accessibility, has allowed the viewer to make preferential choices to perceive, and thus illuminate attitudes, behaviors and consequences. The perceptions cropped up either in negative or positives form can escort to certain set of behaviors that tend to create an infringement in various formulaic indigenous cultural norms, which is now much debated.

#### 6. OPERATIONAL DEFINITIONS:

##### a) Perceptions:

A perception is the process of “perceiving” things or events (or) attaining awareness through the senses, and thereby enabling the perceiver to interpret and analyze them to form an opinion, view or attitude. For this study, respondents’ agreement or disagreement for a single statement in each dimension on a given scale is considered as a “perception” constructed through Cinema.

**b) Gender** “Gender is the division of people into two categories, “men” and “women”.

**c) Education** For the study, respondents who are pursuing intermediate, graduation, post-graduation.

#### 7. Design of the study:

*The researcher opted for focus group discussions to study one crucial aspect of the research i.e., the perceptions of cinema viewers towards the influence of cinema on Indian Youth. The greatest strength of*

*these kinds of qualitative research is to include understanding and insight into respondents' opinions, attitudes and sometimes behaviors with a subjective assessment.*

**a. Sample:**

The sample selected for this study 200 Youths (age between 15 to 25 years) of Raichur City of Karnataka state.

**b. Method of sample selection:**

To study the perceptions of cinema viewers, it has been decided to choose Raichur City of Karnataka state as the geographical area of study. As the study targeted the youth between the ages of 15 to 25 years, the researcher selected Intermediate, degree and PG colleges students randomly located in the Raichur City.

**c. Tool used:**

The researcher has used the 'Survey Questionnaire' as a tool to collect quantitative data. The questionnaire has both close-ended and open-ended questions. The first section (questions 1-6) deals with questions on Cinema-viewing habits like frequency of movie-viewing, favorite categories, preferential sources to view Cinema and Television channel preferences. The second section with both close-ended and open-ended questions (7-11) helps to gather information on perceptions of youth toward their lifestyle aligned factors like – physical appearance, socializing activities, career decisions, family norms, and sexual norms. The third section encompasses questions (12-19) to collect the opinion of youth on the different aspects.

**d. Method of data collection:**

The survey was conducted on 200 students. The students were approached to collect the data through questionnaire. To reach students in identified colleges, the concerned authorities were approached to seek prior permission to conduct the survey in their institutions. A sample questionnaire was given to the authorities and after a week filled in questionnaire taken back.

**e. Statistical Technique used:**

Mean, Standard Deviation, t- test and F-test statistic Technique were used. The Statistical Package for Social Sciences (SPSS - 16) had been used for calculation.

**8. Analysis and Data Interpretation:**

The data through exploratory survey helped to find the influence of Cinema on the perceptions of youth towards their lifestyle related factors like physical appearance, socializing activities, career decisions, family norms, and sexual norms.

**a. Perception towards Physical Appearance:**

The influence of Cinema in constructing the young viewers' perception towards "Physical Appearance" is measured in detail.

**H1: Heavy viewers of Cinema tend to give higher degree of prominence to physical appearance than moderate and low viewers.**

**Table-1: Impact of “Level of Cinema viewing on viewers’ perception towards “Physical Appearance”**

		Prominence to Physical Appearance			Total
		Low	Moderate	Heavy	
Level of Viewing	Low	7	20	5	32
		21.88%	62.50%	15.63%	100.00%
	Moderate	18	25.5	16.5	60
		30%	42.5%	27.5%	100%
	Heavy	26	52	30	108
		23.9%	47.7%	27.5%	99.1%
Total	51	97.5	51.5	200	
	25.5%	48.8%	25.8%	100.0%	

Chi-square Calculated value: 8.321

While the chi-square p-value ( $0.458 > 0.05$ ) in table -1, shows significant association between level of viewing and viewers’ perception towards physical appearance. Looking at the percentages, the viewers from all levels of viewing tend to give prominence to physical appearance, moderately. The results of one-way ANOVA in table -1, implies that there is no prominent impact of level of viewing on any of the individual variable and the total p-value ( $0.715$ ) of ANOVA summary proves the same. *Hence, the hypothesis is not supported.*

**b. Perceptions towards Socializing Activities:**

The influence of Cinema in constructing the young viewers perception towards “Socializing Activities” is measured in six viewpoints.

H2 – Heavy viewers of Cinema tend to show a higher degree of interest in socializing activities than moderate and low viewers.

**Table -2: Impact of “Level of Cinema Viewing” on viewers perception towards “Socializing Activities”.**

		Socializing Activities			Total
		Low	Moderate	Heavy	
Level of Viewing	Low	8	19	6	33
		25.0	59.4	18.8	103.1
	Moderate	17	29	14	60
		28.3	48.3	23.3	100.0
	Heavy	24	51	32	107.5
		22.0	46.8	29.4	98.6
Total	49	99	52	200	
	24.5	49.5	26.0	100.0	

Chi-square Calculated value: 6.321

The p-values of chi-square test “0.278” (as in Table 2) and ANOVA test total p-value i.e., 0.077 states that level of viewing doesn’t play a significant role in influencing the viewers show higher interest in socializing activities. *Hence, the hypothesis is not supported.*

**c. Perceptions towards Career Decisions**

The influence of Cinema in constructing the young viewers’ perception towards their career decisions

**H 3 - Heavy viewers of Cinema tend to show independent views in their career decisions to a higher degree, than moderate and low viewers.**

**Table 3: Impact of “Level of Cinema Viewing” on viewers’ perception towards “Career Decisions”**

		Career Decisions			Total
		Low	Moderate	Heavy	
Level of Viewing	Low	12	27	17	56
		8.5	14.5	9.5	32.5
	Moderate	20	20	9	60
		33.3	33.3	15.0	100.0
	Heavy	30	35	30	95
		27.5	32.1	27.5	87.2
	Total	62	82	56	200
		31.0	41.0	28.0	100.0

Chi-square Calculated value: 15.025

According to the table value of chi-square (p-value) is 0.036, it is implicit that there is significant association between level of viewing and independent views of youth in deciding their career. From the table-3, total p-value of ANOVA results i.e.,  $0.028 < 0.05$  also proves the same. However, looking at the percentages of agreement in table 3, it can be understood that both low and heavy viewers tend to show a similar kind of conduct towards “independent views in career decisions”.

**d. Perceptions towards “Family Norms”:**

The influence of Cinema in developing the young viewers’ perceptions towards family norms is measured in five viewpoints.

**H 4 - Heavy viewers of Cinema tend to show a higher degree of liberal views towards family norms than moderate and low viewers.**

**Table 4: Impact of “Level of Cinema Viewing” on viewers’ perception towards “Family Norms”**

		Family Norms			Total
		Low	Moderate	Heavy	
Level of Viewing	Low	10	30	10	50
		6.0	21.0	5.5	32.5
	Moderate	19	29	12	60
		31.7	48.3	20.0	100
	Heavy	20	40	30	90
		18.3	36.7	27.5	82.5688
	Total	49	99	52	200
		24.5	49.5	26.0	100

Chi-square Calculated value:

The chi-square p-value (0.005) in the table 4 as well the total p-value of one-way ANOVA (0.015) as specified in table 4, statistically proves that there is an association between level of viewing and the variable liberal towards “family norms”. The total mean values indicates that Heavy viewers (M=3.1809) tend to show higher degree of liberal views towards family norms than moderate (M=3.0508) and low viewers (3.1209). **Hence, the hypothesis is supported.**

**e. Perceptions towards “Sexual Norms”:**

The influence of Cinema in constructing the young viewers’ perception towards “sexual norms” is measured in four key aspects.

**H<sub>0</sub>5: Heavy viewers of Cinema tend to show a higher degree of liberal views towards sexual norms than moderate and low viewers.**

**Table 5: Impact of “Level of Cinema Viewing” on viewer’s perception towards “Sexual Norms”**

		Sexual Norms			Total
		Low	Moderate	Heavy	
Level of Viewing	Low	8	17	8	33
		24.24	51.52	24.24	100.00
	Moderate	17	30	19	66
		28.81	50.85	32.20	111.86
	Heavy	17	53	31	101
		16.83	52.48	30.69	100.00
	Total	42	100	58	200
		21.00	50.00	29.00	100.00

Chi-square Calculated value: 4.106

In table 5., though the chi-square p-value 0.392 doesn’t show a significant association between level of viewing and Liberal views towards “sexual norms”, the heavy viewers (28.8%) tend to deviate to a greater degree from moderate (20%) and low viewers (24.6%). Hence, the significance can be reevaluated through one-way ANOVA. The summary report of one-way 196

ANOVA in table-5, denotes a significant influence of level of viewing on liberal views towards “sexual norms” with total p-value of 0.049. The total mean scores indicates that heavy viewers with mean value 3.0379 is noticeably higher than moderate (M = 2.8952) and low viewers (M = 2.9506). Thus, **the hypothesis is statistically supported.**

**Findings:**

1. There is a significant association between level of viewing and viewers’ perception towards physical appearance. Heavy viewers of Cinema tend to give higher degree of prominence to physical appearance than moderate and low viewers.
2. The level of viewing doesn’t play a significant role in influencing the viewers shows higher interest in socializing activities. Heavy viewers of Cinema tend to show a higher degree of interest in socializing activities than moderate and low viewers.
3. There is significant association between level of viewing and independent views of youth in deciding their career. Heavy viewers of Cinema tend to show independent views in their career decisions to a higher degree, than moderate and low viewers.
4. There is an association between level of viewing and the variable liberal towards family norms. Heavy viewers of Cinema tend to show a higher degree of liberal views towards family norms than moderate and low viewers.
5. There is a significant association between level of viewing and Liberal views towards sexual norms.

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