**IMPACT OF MOVIES IN GENERATING SOCIAL AWARENESS**

**Mallika Sarna –** mallika.sarna8@gmail.com

**ABSTRACT**

Movie is not something rare in our society. It is one medium to reach society to deliver good messages that would create huge impact on people. In detailed movies, visual communication use moving pictures and sound to inform or help people to learn. People also watch movies to release stress because it is the way to entertain ourselves what we call fun.

These days movies just not focus on entertainment but provide infotainment thus helping us to become aware of issues around us so that we can deal with them in a more effective and efficient manner.

To conduct the study three movies were studied namely 3 idiots, English Vinglish, OMG! Oh My God to see how the movies influences the two mainstream genders in terms of social awareness and how they bring change in their demeanor.

**Keywords:** Movies, Awareness, Social, Society

**INTRODUCTION**

There are countless movies coming up every day based on unique concepts which attract our attention to a great extent. In today’s world, Cinema has a big and a pivotal role to play as it shows mirror to us in terms of social reality. It shows the past, present of our society, and plays an important role in imparting information to people. Now days, Cinema is just not about entertainment but infotainment which is information and entertainment. It makes us aware of certain issues that need close vigilance and are often ignored. Such issues includes women’s rights, problems faced by the homeless, acid attacks, prevalent laws etc. They are presented in such a beautiful way that people are unable to ignore the message given out in the movie and it affects their brain tank to a sound extent that in turn compels them to act upon them. Movies also help in collecting views and attitudes of people towards different issues. It helps us to promote right information at right time.

**OBJECTIVES**

The main objective of my paper is to find out till what extent the movies affect the two mainstream genders in terms of social awareness and what is the outcome in terms of change in their behaviour.

**RESEARCH QUESTIONS**

Does movies play a pivotal role in the lives of people?

Is movies just a source of entertainment or it makes people aware of the evils prevailing in our society and help in altering attitude towards certain issues?

**REVIEW OF LITERATURE**

Films transform individuals, society, institutions with their artwork. A common man watches films to distract himself from his daily routine and to get some entertainment which would peace to his mind. This is necessary considering the bad circumstances of the world. Films, which show the bleak reality and motivate us to do something for humanity, are indeed the best. February 28, 2013, Renato O. Durian, Alternative Cinema: A tool for Creating Awareness on Societal Issues

A film is not about songs and dance all the time and rather should be used a medium to create social awareness within the society. Movies have two sides-Positive and Negative, So a movie should show positive side more in order to have a compelling impact.14 October 2012,Anurag Malik,Role of Cinema in Social Awareness

Movies should have the ability to make the movie goers switch off their activities on their cell phones and divert their entire attention towards the movie and its plot, which can be made possible only after showing a meaningful movie that would add value to their life and enrich their brain-tanks with un-trappable information. April 19,2016, Laurie Keith, Movies, Popcorn and Social Awareness?

**RESEARCH METHODOLOGY**

In order to find out how movies affect the two mainstream genders in terms of social awareness and what impact it has on them, three hindi renowned movies were considered to measure the impact which are ENGLISH VINGLISH which was released 5th October 2012 and talks about a housewife who lacked good oral communication skills and how she coped up and managed to outshine at the end. Second one is 3 IDIOTS which explains that learning without proper understanding can have disastrous consequences and the third movie which I plan to take up is nonetheless the famous movie which was blockbuster hit and was known as OMG! OH MY GOD which was released on 12th September 2012. These movies will be reviewed and their content will be analyzed to measure the impact.

**RESEARCH FINDINGS**

The movie “English Vinglish” revolves around the protagonist woman who is mocked by her husband and daughter for her lack of English speaking skills which deteriorates her self confidence gradually. She was known for making sumptuous ladoos which got transformed into a business but feels insecure and taken for granted due to one flaw. However, her mother-in-law and son comfort her with words of sympathy. But one fine day she gets herself enrolled in English speaking tution in process to gain her self respect back amongst her close people. She gains back her self respect with her cuisine and a new added flavour to her personality which was hold over english language.The film is a re-made in Tamil later and was a hit in India and abroad.

The character of the protagonist is seen as an empowering woman because not only she manages to excel in improving her oral skills but she also overcomes the tribulations of her daughter and husband and gain respect in their eyes which is a foremost and the most important thing in a woman’s life. She dealt with relatable miseries which many woman in India go through and aspire to overcome them. The movie has both comedy and drama and sends across a very powerful message across the nation that never understate abilities of a person and belittle anybody because the same person might make you respect them some day.

The movie “OMG! Oh My God” talks about the irrational beliefs and superstitions people hold about worshipped deities and forget the real motto of their existence in process of believing baseless and unjustifiable facts. In the movie, the protagonist is an atheist and a non-believer who sells idols of god to earn a living and tries to fade away the beliefs of theists. He is scared of the wrath of her god fearing wife who keeps prompting him to have belief in gods existence. One day, His only source of living which is his shop is destroyed due to a natural calamity but that doesn’t make him fret and he rather goes to the insurance company to get his insurance for the destruction caused. He is refused by the authorities as there is no “act of god” rule in the contract. He then goes to the court to ask for justice but since god has no physical identity and no permanent address so he goes to the self- proclaimed god men to fight for his money. He has to prove that god destroyed his property and is liable to pay the fine.

The actor gives such a stunning and a compelling performance that it actually leaves a very strong impact on the minds of the people. Though the movie has a bit too much focus on the false god men than the existence of god but still it leaves no stone unturned to prove that we are living in a world of superstitions with his counter arguments in the court which makes a stellar performer and helps him to stand out. Just donating money in temples doesn’t make anybody fortuitous.

Movie “3 Idiots” talks about the struggle one faces in the course of life to become something in life and outshine in the eyes of their family members. The main character of the movie who takes up the name of the son of a famous influential businessman takes admission in one of the top engineering colleges and gets good grades, imbibes a lot of knowledge though the degree goes to the businessman’s real son who is not good at studies. The movie gives out a message that one should do what captures his interest and motivates to do better rather than pursuing something which will do good to nobody including himself. We are so occupied by the wishes of our elders especially our parents aspirations that we end up making mistakes and wrong decisions in life and give ourselves unnecessary mental stress.

**CONCLUSION AND IMPLICATION**

The conclusion drawn from the above study is that movies have a huge impact in generating social awareness with their thought provoking visuals and words and leave an astounding impression on us forever. We get so affected by them that we make actors of such movies as our role models and try to follow their foot steps which is indeed a positive change in the mind set of the people. More such movies should be made to bring a positive change in our society. Though the above mentioned movies had some negative people too but they are left behind by the positive mindset people in a movie which is the main aim of a movie. Although there is always a scope for improvement so movies can be made in even much better way to leave a deeper impact on people. Two friends search for a long lost friend who taught them to think differently when world considered them idiots in the movie “3 Idiots” which is an awe inspiring plot, said bane (IMBD).

**REFERENCES**

Sushil, K. (2013,October 4) 3 Idiots – All Izz Well. Retrieved from <http://learningandcreativity.com/3-idiots-aall-izz-well/>

Roshni, D. (2012) OMG Oh My God! Review. Retrieved from http://www.koimoi.com/reviews/omg-oh-my-god-review/