

## Parents' Perspective on Influence of Movies on Adolescence

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### Abstract

One of the problems movies have is that they are a popular medium watched by all. The message incorporated in a film is something, which is spread worldwide. Movies do have their drawbacks and its influence on every age group. Movies play a major role in impacting the thinking pattern of children. The researcher was curious to know whether the impact is positive or negative. Thus the following study was undertaken to find out parents' perspective on the influence of movies on the adolescence with respect to the various aspects like-Substance Abuse, Language, Food Habits, Mental Hygiene, Values of life, Physical Appearance and use of technology. For the present study the total sample consisted of 150 Parents of adolescence between 13 to 19 yrs.

(Key words:- Parents perspective, influence of movies, adolescence, substance abuse, language, mental hygiene, values of life)

**KEYWORDS:** Parents' Perspective, Influence of Movies

### Introduction

Most parents do not think much before letting their child watch movies, as everybody needs some form of entertainment. But movies could be putting the wrong ideas in your child's head and making him behave in odd ways. Few movies give out really good message on behavior and values. One of the problems movies have is that they are a popular medium watched by all. The message incorporated in a film is something, which is spread worldwide. Movies do have their drawbacks and its influence on every age group. There are bad movies and good movies. The things they portray in films are taken quite seriously by the masses. Therefore, the impact of movies on children is also very critical. Children who are heavily influenced by movies tend to be distracted with studies, peculiar in social situations and emotionally unstable. Children in their teens believe what they see in the movies to be true. Availability, as well as greater affordability for all families, has provided easier access to cinema for adolescence. Amid all media, movies play a major role in impacting the thinking pattern of children. The question is whether the influence is positive or negative. Does your child focus on the wrong things in life? Does he spend too much time in front of the mirror? Does he ask for too much pocket money? Does he think smoking, drugs or alcohol is 'cool'? With these questions in mind the researcher wished to find out parents perspective on the influence of movies on the adolescence with respect to the various aspects like.

- Substance Abuse
- Language
- Food Habits
- Mental Hygiene
- Values of life
- Physical Appearance
- Technology

### **Review of Related literature**

The previous researches related to the influence of cinema, Television and the other mass media found that there is a lot of effect of the various mass media on the public in general. Results indicated significant differences in the increase of preference for branded products across advertisement. In India, exposure to visual mass media may contribute to increased tobacco consumption in men and women. The researcher was not able to locate any researches done on the influence of cinema on the present generation especially the adolescence. Thus the researcher out of curiosity wished to study the parents' perspective of the influence of cinema on the adolescence.

### **Need of the study**

To create an awareness among the society regarding the ill effects of the cinema.

To analyze and assess the overall opinion about the view of the parents regarding the influence of cinema on adolescence.

### **Statement of the problem**

Parents' Perspective on Influence of Movies on Adolescence

### **Variables of the study**

**Independent variable:-** Movies

**Dependent Variable:-**

- Substance Abuse
- Language
- Food Habits
- Mental Hygiene
- Values of life
- Physical Appearance
- Technology

### **Operational Definition:**

#### **Substance Abuse:**

For the present study this term is referred to the various ill effects that results in ones physical health through the consumption of substances like alcohol, drugs, smoking as a result of the influence of cinema on the adolescence.

#### **Language:**

For the present study language is the various dialogues, the songs and usage of abusive words by the adolescence which is a result of the influence of cinema.

#### **Food Habits:**

For the present study food habit refers to the diet that today's adolescence prefer i.e. various junk food available at different chain of fast food corner.

#### **Mental Hygiene:**

For the present study mental hygiene relates to the unwanted thoughts and the desires that creep into the minds of the adolescence as a result of the influence of cinema.

#### **Values of life:**

For the present study the term value refers to the erosion of the value system of the adolescence due to the influence of westernization which is encouraged through the cinema.

#### **Physical Appearance:**

For the present study the physical appearance refers to the styles the adolescence imbibes like hairstyles, coloring of the hair, wearing low waist jeans, spaghetti tops etc as a result of the influence of cinema.

#### **Technology:**

For the present study technology refers to the various gadgets shown onscreen and its

influence on the adolescence.

### **Aim of Study**

A study of the parents' perspective on the influence of movies on adolescence.

### **Objectives of the study**

To study the influence of movies on various aspects of adolescences life such as

- Substance Abuse
- Language
- Food Habits
- Mental Hygiene
- Values of life
- Physical Appearance
- Technology

### **Significance of the Study**

The research on such issues creates awareness of the social problems occurring due to cinema. It even enables one to generalize the opinion of parents related to the influence of cinema. It also cautions parents to control their wards from viewing movies which show lot of violence, substance abuse, indecent dressing styles, abusive language etc.

### **Delimitations of the study**

The delimitation of the study is the boundaries of the study. It is necessary to delimit the study so that the research is narrowed down to specific area/group.

The present study is restricted to parents whose adolescence is in the age group of 13-17yrs from South Mumbai, Western suburbs and Central suburbs of Mumbai.

### **Methodology**

For the present study the researcher has used survey method.

### **Sample of the Study**

The sample was the parents of adolescence between 13 to 17yrs.

### **Sampling Technique**

For the present study, convenient sampling technique was used.

### **Composition and Size of the Sample**

For the present study the total sample consisted of 150 Parents of adolescence between 13 to 19 yrs.

### **Tools of Research**

For the present study, as there was no readymade tool available, the researcher had to prepare a questionnaire to measure the influence of movies on the age group of adolescence. The questionnaire consisted of questions under various criteria such as language, food habits, mental hygiene, physical appearance and values of life. The response had to be given as either Agree or Disagree.

**Analysis of the Data:** - Responses of each and every parent was considered and counted. The total number of responses in the form of Agree or Disagree was calculated in percentages.

### **Major findings of the study**

It was found that movies has greatly influenced the mind, manner and behavior of adolescence with respect to the following aspects:

#### **Substance Abuse**

Out of the total sample 65% of the adolescent's parents believe that the new generation is getting inclined towards Substance Abuse due to the various scenes shown in the movies; where their favorite actors are involved in activities such as smoking, intake of drugs & alcohol. Most of the parents feel that movies based on gang war and mafia don wherein the negative character is casted on famous actor

promotes young adolescence to behave in that particular manner. Such behavior among adolescence increases social crimes such as theft, rivalries, eve teasing as adolescence consider the actor/actress to be their role models. Adolescence tend to find pleasure and style in using various substances such as alcohol, drugs and cigarettes.

**Language:**

From the research a clear inference can be drawn that movies has an impact on the language of the young adolescent .Out of the total sample 77% agree to the use of abusive language as a result of the language and vulgar composition of the songs in our Bollywood cinema. However 23% believe that it is not only the movies but the surrounding in which the adolescent grows and the influence of the peer group too. It was found that the language used in movies is becoming worse day by day. The abusive language, vulgar words, wrong diction of Hindi which they call it as Mumbaiiya Hindi etc have definitely affected the language of the adolescence. Such language is at times the result of shame to parents as adolescence cultivates such language and projects it unknowingly in front of any guest member. The vulgar language in song are been hummed by the adolescence without making them realize the place or people around them.

**Food Habits:**

Out of the entire sample 89% believed that the fast food promotion has been made by the movies through the advertisement where in their favorite actor or actress promote these junk food by stating them to be their favorite food.

**Mental Hygiene**

It was found that parent nowadays feel many social problems are the result of the wrong influence of movies on the mind of adolescence. Certain shots that are considered to be banned at the box office are shown in movies such as onscreen kissing which in turn results in the negative feeling and instincts of the adolescence. Vulgarity with respect to clothes, language, respect to the opposite sex has wrongly influenced the young generation.

**Values of life**

From the present study around 72% believe that movies has affected moral, social, cultural and ethical values of the adolescence. Nowadays the promotion of westernized culture has influenced young minds due to which feeling of respect to elders and value has been diminishing. However 28% believe that not only movies but the various formal and informal agencies are also responsible for the inculcating value among the adolescence.

It was found that most of the parents feel that movies has reduced the culture of Indian tradition a young adolescence no longer believes in seeking blessing of elder but feels comfortable with word such a hi and hello as they consider it to be in trend. As the movies are inclined towards the western culture of modernization, the Indian culture is getting washed away from the mind of the adolescence. Adolescence enjoys pairing up a girl and a boy and addressing them as girlfriend and boyfriend as this is the way it is shown in movies also.

**Physical Appearance:**

90% of the population feels that adolescent gets carried away by the various brand of shoes and clothing shown in the movies. They try to imitate or look like their favourite actor or actress either by wearing similar style of clothes or by setting their hairstyle according to the latest trend. It is found that parents feel that adolescence have adapted the dressing style based on the styles which are shown in the movies. Girls get fascinated to wear at times revealing clothes such as low waist jeans, tight

and body fitted clothes. Boys prefer to wear what their so called macho men wear in their movies such as torn jeans and crushed jeans. Adolescence are at time carried away with the dressing style and imagine themselves as the actor or actress which in turn adversely affects their behavior.

**Technology:**

From the present population 77% agreed to the increasing craze of gadget and technology to be the result of the Increasing exposure to technology via film. While 23% believed it to be the influence of mass media. It was found that parents feel that adolescence are more inclined towards technology as they use the handset available not only for their various communication purposes but more of it for entertainment purpose such as listening to song, watching video clips etc. Adolescence finds interest in technology due to the various animations shown in the movies. At times awareness of different gadget are the result of the influence of movies.

**Conclusion of the study:-** It was found that movies is greatly influencing the mind, manner and behavior of adolescence . It is not possible to stop the children from viewing the movies completely. As more the restrictions more the children would be curious to know and in that process may indulge in some anti social behavior for money. Thus the parents need to keep a close watch on the kind of movies children watch. Parents need to monitor the kind preferences the child has when it comes to watching movies.

**Role of the Teacher:** - As students spend most of their time in the school interacting with the teachers, teachers can play a big role in bringing the transformation in the way students think and act. The teachers can train the young minds to differentiate between what is good and bad that they should imbibe from these movies. Teachers need to make the children understand that whatever is shown in the movies is not necessarily always from the real life. So the students should be very realistic in their approach when imitating the things shown in the movies. There are motivational movies like:-

Border- patriotism

Salaam Bachhe- issues related to children

Black-Determination

Taare Zameen Par – Awareness about special children

Chak De India – encouraging

Rang De Basanti - stimulating

Right things at right age is not a problem.

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