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Dynamism in film industry in India

Beena S. Brahman^{1,*}¹Smt. M. P. Patel College of Commerce and Center for Professional Courses, Kadi, Gujarat, India

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ABSTRACT

Weekends are meant for refreshments and recreations. A film industry plays a vital role in this. Human being needs entertainment to keep him live and encouraging. It is been entertaining the entire world since generations after generations. But with the passage of time, the society has built up lot on the part of its concepts, thought process, perception, standard of living, educational status and so the film industry. A movie is not limiting its scope to the entertainment only, it is much more now. In fact, it will not be an exaggeration to say that a film industry is the mirror of society now. It is equally responsible for the society as the existence of it from the society. Defending these arguments, a researcher has tried to portray the different phrases of film industry and its changing role with the changing time.

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1. Introduction

"Picture Abhi Baki Hai Mere Dost", everyone would have remembered Shah Rukh Khan, with a smiling face, after reading this sentence. Bollywood movies have left such an impact on minds of audience that whenever they think of entertainment that is equal to Bollywood movies for them. Bollywood word is emerged from the name of Bombay, which is later on replaced by Mumbai. Mumbai is the place of Bollywood Industry which also known as 'Mayanagari', where everybody goes to fulfill their dreams and ambitions, especially in Bollywood Industry.

It is normally think that movies are all about stories, actors, actress, musical and dance sequences but nobody gets idea about the thought process on which the success of movie is based. The main aim of any film maker is to make such a movie which is accepted by the audience so that he is always focused on current scenario prevailing into the society, perceptions, mindset of the people, level of acceptance of the stories, standard of living etc. From the

basis of this logic, there is been change in the film making process with passage of time. The film industry went from silent, black and white movie to colored and tech savvy feature films like OTT (Over The Top) platforms that are available online.

The regional languages like Hindi, Tamil, Marathi, Gujarati, Kannada etc. were to be used for making movies, but today along with it, now there are available in mixture of one or more languages including English. One can easily watch the movie in that language in which one is comfortable with the help of dubbing. Furthermore, posters are made in such a way that it communicates silently the crux of movie.

The movies are not only about the entertainment and earning profit from it but it also leaves the impact of it on the society like positive or negative consequences. It is the responsibility of the film maker to serve moral obligation including all genre like drama, fantasy, horror, mystery, science fiction, adventure, romance, comedy etc. So that the movie should be entertaining along with value based.

* Corresponding author.

E-mail address: binabrahman@gmail.com (B. S. Brahman).

Yes, this research paper is presented on most lovable entertainment source of most of the people, that is, on Bollywood. It is said that film industry is a mirror of society and with the passage of time, the pattern and the principles of Bollywood industry has been changing. It is an article to show the informative journey of its pattern and principles from its inception to till date.

1.1. Statement of problem

A film would be the main source of entertainment. But with changing time the objective of films have changed. Is it so that the film industry changed its approach?

1.2. Different phases of Indian film industry

The main objective to select this topic is to enrich the knowledge about the film industry as everybody is only concern about the entertainment but nobody knows that how it works with the passage of time and the principle they follow to make a film. This paper is talking about the mindset of a film maker especially in old and present era. The theme which was used in the initial phase has completely changed compared to the current scenario.

1.3. Initial phase: [Silent movie and talkies (Till Mid 1940)]

In those days people gave more emphasis to religious sentiments. At that time people were not in the habit of going out for entertainment. They entertained themselves by singing folk songs and dancing on special occasions. Besides, stage performances like "Ramlila" and other religious dramas were the means of entertainment. It is noted that in those days, all play were performed by only males. Females were not a part of any plays by any means.

It was very difficult to get people used to theater as a means of entertainment in such an atmosphere of that time. Filmmakers were inspired to make religious films to divert people from street plays to theatres. Besides they wanted to indulge positive impression regarding film in the mind of people. But it cannot deny that people were greatly influenced by Indian Cinema and cultivate the bad habits, especially, in young generation. (Singh, 2021) The first movie, basically a short film, "*Raja Harishchandra*" had been made by "Dadasaheb Falke" in the year 1913 which was totally based on the Hindu religion and belief. This movie was made good impression on the mind of the people and they felt that they learnt nurtured and getting awareness about the good habits of religious sentiments by the way of theatre. That is why, in the initial era, film industry had made a trend to focus on religious films to attract the people towards theatre.

Some examples of those films which were based on religious theme:

1. Mohini Bhasmasur (1913)
2. Bhaktha Gora Kumbhar (1924)
3. Bhakta Prahlad (1926)
4. Maya Machhindra (1932)
5. Ayodhyecha Raja (1932)
6. Puran Bhagat (1933)
7. Seeta (1934)
8. Ramayan (1934)
9. Krishn Arjun Yudh (1934) and many more.

[Source: <https://chiloka.com/hindi/religious/movies>]

The above mentioned movies and others were not bared by the languages; in fact, it included all languages like Hindi, Gujarati, Marathi, Tamil, etc. Even today also the same mentality is prevailing in the film industry. (Tatia, 2019)

In the first phase, there is no development of technology as today and therefore, the 1st film was a silent and 'Black & White film'. With the growth of industry it gives coloured feature films and has become bigger, better and grander. (Tatia, 2019). Besides the craze of Bollywood poster has been seen prevailing from its inception as it plays the important role to bind the bridge of communication without language barriers. (Goswami, 2017)

1.4. Middle phase: [Golden age (1940 TO 1960)]

This phase was the phase where Indian Cinema had picked up the pace of making the film after independence. After cultivating the habit of watching films, the film maker shifted from religious films to traditional movies in which they were included the variety of religion, especially Muslimism and included "Kawallis" for the entertaining the people. Folk songs, folk dances, culture of different states etc., were becoming the part of the Indian Cinema. Films were to be made on the different categories like, Prevailing scenario of society, Ethics & principles, Comedy, Action, Romance, Patriotism, Adventure, Drama, Mystery, Thriller, Horror etc. It was a phase when the people were getting influenced by the film industry and started to imitate the film in real life style which included dressing style, hair style, fashion etc. To justify the said catagories, the Indian Bollywood industry has been doing constant investigation and understands that how it affected to the society, positively or negatively (Balabantaray, 2020).¹

The role of women was also become the part of film industry. In ancient time it consider as bad impression of the female who worked in Cinema but now a day it is a matter of excitement and pride for the women to opt an Indian Cinema as a career. The personality of the women character influenced in the society also (Das,2022).² Furthermore, at initial stages the role of women like well cultured and domestic woman who look after whole family without any expectation. Such kind of woman in movies portray as the good lady while the modern woman with western attire as

treated as rude and arrogant. But slowly and gradually, the Bollywood has tried to look the other side of woman with modern culture who has leaved the positive impact in the mindset of people instead of rude and arrogant.(G, 2021)³

The following listed movies were the part of this era:

1. Barsat (1949)
2. Andaz (1949)
3. Awara (1951)
4. Baiju Bawara (1952)
5. Do Bigha Zamin (1953)
6. Boot Polish (1954)
7. Shri 420 (1955)
8. Chori (1956)
9. Naya Daur (1957)
10. Mother India (1957)
11. Madhumati (1958)
12. Jis Desh Main Ganga Behti Hai (1960)
13. Mughal-E-Azam (1960)

[Source: https://www.imdb.com/poll/ezkXzl_jcOQ/]

1.5. Present phase (1970 To Till Date)

After getting the great success in golden era, the Bollywood moves slowly and gradually towards the drama and romance based movies in 70s, 80s and 90s, which is also to be called the “Masala movies” in which drama, action, comedy, romance all were come together. In this time not only the main actors and actresses, but also supporting actor like, Mahemood, Anupam Kher, Paresh Rawal etc. has proven that role of supporting actor is also very important to make the movie successful.(Vishav Prabha, 2018).⁴ Bollywood films become the world of dream for the people where the technology has been improved as compare to previous phase. The present era has also believe that the success of film will depends upon the strong content instead of casting super star and low budget films. (Roy). It is true that in present phase the Bollywood has putting efforts in content writing but it becomes worthless if it is done by without improving the strong base of literature which is helpful to improve the quality of Indian movies like Hollywood.(Bashir, 2017).⁵

In the present scenario (after 90s), the role of Bollywood is totally changed and today they cover the story of each and every area without any hesitation. With the above mentioned categories, film industries are also believe in to make movies on bold topic like Chandani Bar, Pink, Lipstic under my Burkha, Bandit Queen etc., which are based on sexual harassment on females. Furthermore movies based on true stories like “No one killed jessica”, “Neerja”, “Airlift”, “The legend of Bhagat Singh” have been also emphasized in current era. The movies like “Maja ma” and “Shub Mangal Zyada Saavdhan” are based on Gay and Lesbian couple.⁶⁻⁸

Besides the industry has also blessed with full of technology. The real action and séances replaces by

animation. Earlier, people used to go to theaters to watch movies, but now with the help of technology, cinema has come at the fingertips through Netflix, Disney Hotstar, Amazon Prime Video etc. Three hours movie become shorter and also converted into the web series. Not only has that but Indian film industry also spread successfully at global level. With accepting the modern era in the film industry, it also affects the language where essence of Hindi language replaced by Hinglish where mixture of both language, namely, Hindi and English are been used.⁹

2. Findings & Conclusion

From the above discussion regarding the various phases with that significant impact of Indian Cinema in the Indian society is very impactful and it plays very important role in the society. The journey from “Raja Harishchandra” to “Kisika Bhai Kisi ki Jaan”, the research has tried to show the mindset of the film maker for making film with its different dynamism. The film makers being the part of society are aware of their responsibility even. And so apart from entertainment, along with entertainment they are trying to express and educate the society with very emerging and important issues in the society as well. Creating awareness among the society about good and bad even can be released by creating some value based films.

3. Source of Funding

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4. Conflict of Interest

None.

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Author biography

Beena S. Brahman, Assistant Professor

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