

**OPINION OF PUNJABI SPEAKING HARYANVI YOUTH ABOUT
GLORIFICATION OF WEAPONS AND VIOLENCE IN PUNJABI MUSIC
VIDEO ALBUMS**

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ABSTRACT

Critics argue that modern-day Punjabi songs glorify violence due to their lyrical content and visual representation in music videos. The use of aggressive language, explicit references to weapons and the portrayal of confrontational behavior contribute to this perception. In terms of lyrical content, some Punjabi songs contain explicit references to violence, gang culture, and illegal activities. These lyrics can glamorize and normalize violent behavior, especially among impressionable listeners, including the Punjabi youth. The repeated exposure to such content may desensitize individuals to the consequences of violence and perpetuate a cycle of aggression. Furthermore, the visual representation in music videos plays a significant role in the glorification of violence. Some Punjabi music videos showcase luxurious lifestyles, lavish parties, and the use of weapons as symbols of power and dominance. These visuals can create an inspirational image for viewers, inadvertently promoting a culture of violence and aggression. It is essential to consider the impact of such music on society, particularly on the impressionable minds of the Punjabi youth. Exposure to violent themes in songs can shape attitudes, beliefs, and behavior, potentially leading to real-life consequences. Critics argue that artists should be more responsible in their artistic choices, promoting positive messages and themes that inspire and uplift the audience. However, it is important to note that not all Punjabi songs glorify violence. There are numerous artists who prioritize meaningful storytelling, love, and cultural themes in their music. It is crucial to study the opinion of youth regarding the opinion of critics. This study conducted on Punjabi youth in Haryana bring forth many important aspects related to Punjabi Music.

KEYWORDS: *Critics, Violence, Weapons, Aggression, Perception, Consequences, Luxurious Lifestyles, Punjabi Youth.*

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