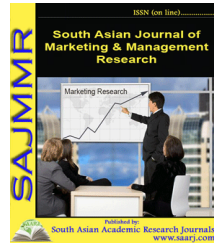




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IMPACT OF MOVIES ON TEENAGERS

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ABSTRACT

Films now account for a large amount of people's media consumption. In Russia, cinema is viewed as a tool for personal and social transformation, contributing to the construction of the Russian audience's viewpoint, as well as their views toward current social concerns. Simultaneously, psychology science continues to debate the effectiveness of cinema impact. Our goal was to gather new evidence on the beneficial impact of films based on particular experimental research, according to the empirical orientation of our approach to the study of mass media influence. The goal was to see if there were any changes in attitudes toward current social concerns among young people, who were the most engaged watchers. Respondents rated their various features before and after seeing the film using a psychosemantic technique that includes 25 items meant to identify attitudes towards senior persons. Significant changes were discovered using a variety of criteria from the motivational, emotional, and cognitive domains. At the same time, significant discrepancies between undergraduate and postgraduate students' judgments of the elderly were discovered. Postgraduate students' opinions about senior persons improved after watching the film, however undergraduate students' negative perceptions worsened. Individual differences among respondents, such as age, educational status as an indicator of individual psychological qualities, and other factors, can explain the opposing tendencies discovered engagement with senior citizens and, as a result, attitudes about senior citizens before beginning to view the film.

KEYWORDS: *Attitudes, Elderly People, Influence of Mass Media, Impact of Films, Psychology of Cinema.*

INTRODUCTION

The number of people who watch movies is steadily increasing. The majority of individuals, particularly teens, are addicted to going to the movies. There are numerous benefits and drawbacks of viewing movies. A new film costs tens of billions of dollars to make and direct. Movies are a popular form of entertainment. When we watch a movie, we enter another world, forgetting about our troubles and putting our minds at ease. Everyone, rich or poor, literate or

illiterate, young or old, requires some form of relaxation. Watching a movie gives an avenue for recreation, which is a vital element of everyone's life. Many patients have benefited from laughter therapy because to good humorous films. Adventure films have instilled in us a desire to explore new horizons. There are plenty others! There are many behaviors and traditions in our society that are founded on ignorance and have stifled our society's advancement. Some of the films have moral significance, while others do not.

The majority of the film is devoted to love stories. Teenagers' minds are changed by love stories, and they will mimic the actor's or actor's actions in the film. Seeing a movie in a theater has an impact on how you connect with your family. The majority of individuals firmly agree with this point. This is because if teenagers become addicted to going to the movies, they will forget to return home. They will spend the majority of their time at the movies, which will have an impact on the wonderful bond that exists between parents and children. It will also have an impact on youngsters, influencing them to engage in unhealthy practices.

The film has a significant influence on people's minds. It is quite educational. It has the potential to produce excellent results in the sector of educational expansion. Certain disciplines, such as physics and geography, can be taught more successfully with the use of talking pictures. With the use of cinematic images, lessons on road awareness, hygiene regulations, and civic sense may be taught to students and the general public in a highly effective manner. Many successful trials on the use of films as a form of teaching have been conducted in a variety of countries. Feature films have been made for educational purposes, and they benefit college students and students.

Cinema can influence people's opinions on specific issues without affecting more stable constructs: for example, the film "JFK," about the assassination of John F. Kennedy, influenced audience judgments about the causes of the crime but did not change their political beliefs in general, at the same time, the films "Argo" and "Zero Dark Thirty" changed viewers' opinions about the United States government. Films evoke visions of other countries and arouse interest in them. Films have a variety of good benefits on children and teenagers. Dramatic films taught teenagers about social interaction with people of the opposite sex and adults, had a positive impact on their self-concept, and, as evidenced by experiments, increased ethnic tolerance; humanistically oriented films improved children's communication skills, as well as their desire to help and understand others. For example, European films affected young viewers' perceptions of other European countries, according to findings from an interview and focus group research of the role of films and series in the daily lives of young Germans.

Another study found that the more viewers were engrossed in the storylines, the more positive views they had of the locations depicted in the films, regardless of whether they were violent, terrifying, or happy. Cli-fi movies, for example, are a prime example of positive influence since they clearly depict what we might expect in the near future and provide opportunities to think about what can be done to avoid the direst forecasts. Viewers acknowledged their responsibility for the Earth's ecology and the need to modify consumer attitudes toward nature after seeing the film "The Day After Tomorrow". In general, film screenings on climate issues result in an increase in internet demand and media coverage of these issues. It should be emphasized that while studying the influence of films, conclusions on their effectiveness are based on a variety of analytical approaches, each with its own set of benefits and drawbacks.

On large data sets, content analysis reveals the images, attitudes, and stereotypes broadcast by films. however, questions about the effectiveness, strength, and sustainability of the audience impact remain. A survey of viewers can be used to evaluate the impact of films, and conclusions

can be reached regarding the links between a person's attitudes and their viewer experience, as in the research of gender attitudes and their relationships with teen movie-viewing habits .Exposure effects are detected in experimental studies using pre- and post-film questionnaires, however, the time interval between testing and a film screening, such as a few weeks before viewing the film or a few days after, can lead to distortion of the results due to the influence on the viewers' attitudes of other factors besides the film; moreover, it is usually a few weeks before viewing the film or a few days after . The effects of films are frequently studied in experimental settings where participants watch only brief edited sequences from current films, limiting the results' generalization[1].

When it comes to picking which films to let their children to see, parents are at a loss. They intuitively understand that some viewing experiences are enjoyable while others may be damaging. Anecdotal and scientific evidence has long demonstrated the negative impacts of television, movie, and video game violence on children. Aggression, desensitization, fear, and negative messages are the four main impacts[2].

Media and film have a greater influence on our society nowadays. Every day, we encounter instances that appear to have been influenced by the films that the kids watch. We can always see the young generation today dancing on the street with their phones, iPods, tapping in their hands, and headphones on their ears, sometimes not even knowing what is going on around them. Movies can have both beneficial and harmful effects on young people[3]. Figure 1 is illustrating the positive and negative impacts of movies on kids

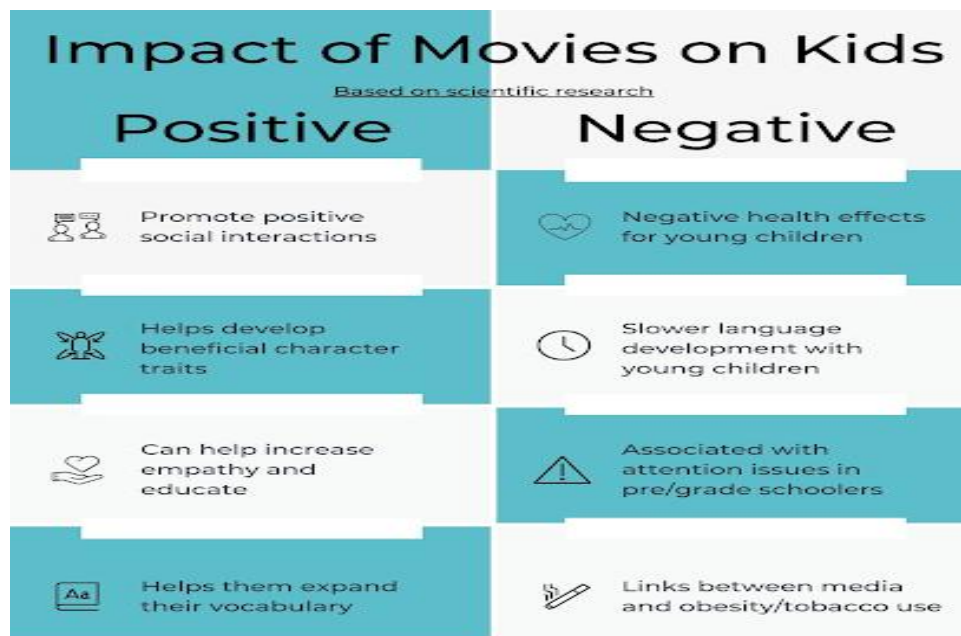


Figure 1: Illustrating the Positive and Negative Impacts of Movies on Kids

DISCUSSION

The movies provide a fun weekend pastime for teenagers. Young people between the ages of 12 and 24 account for over 35% of all cinema ticket sales. Cinema can help a teen's imagination grow by transporting them to a new area they have never visited before. Movies can open people's eyes to what's available to them and to the challenges that exist in our world. Positive Attitude and Motivation Six/Eight Packs, Out-of-the-Box Thinking, and Weight Loss ,Therapy

& Health Mental sadness, frustration, mood swings, fatigue, and stress can all be treated with health films[4].

Youths mimic their movements, clothing, speech patterns, and mannerisms. Many criminals have admitted to committing crimes simply by watching movies. The truth is that youth who spend a lot of time in front of the television or in movie theaters waste their time in a realm of fantasy and hollow dreams. Ambitions are a long way from reality, and they fail to conform to life's circumstances. They are quickly disillusioned when they discover that they are unable to achieve their goals[5].

People can be made aware of societal injustices such as child labor, caste, robbery, murder, and many other social evils through cinema. Because the young are not motivated by set ideals, they are adaptable to change and can effect desirable changes in society. Lonely, depressed, angry, or embarrassed people are the cause of a successful or unsuccessful effort to purposefully kill oneself. We discovered that 60% of high school pupils have considered suicide as a group[6]. Every 17th minute, someone commits suicide. Suicides are commonly committed via self-inflicted gunshot, suffocation, poisoning, or drug overdose. Today, we can observe that the youth have adopted Shahrukh, Salman, and Sanjay Dutt's smoking habits in their flicks. The youth were ecstatic to be able to puff like these celebrities. Movies can occasionally portray the incorrect solution to an issue. After an advertising ban, the number of tobacco brands in Indian movies virtually tripled. Despite vows from the film industry to self-regulate cigarette advertising on screen[7]–[10]. Figure 2 is illustrating the Effects of Bad and Good Manners of Teenagers.

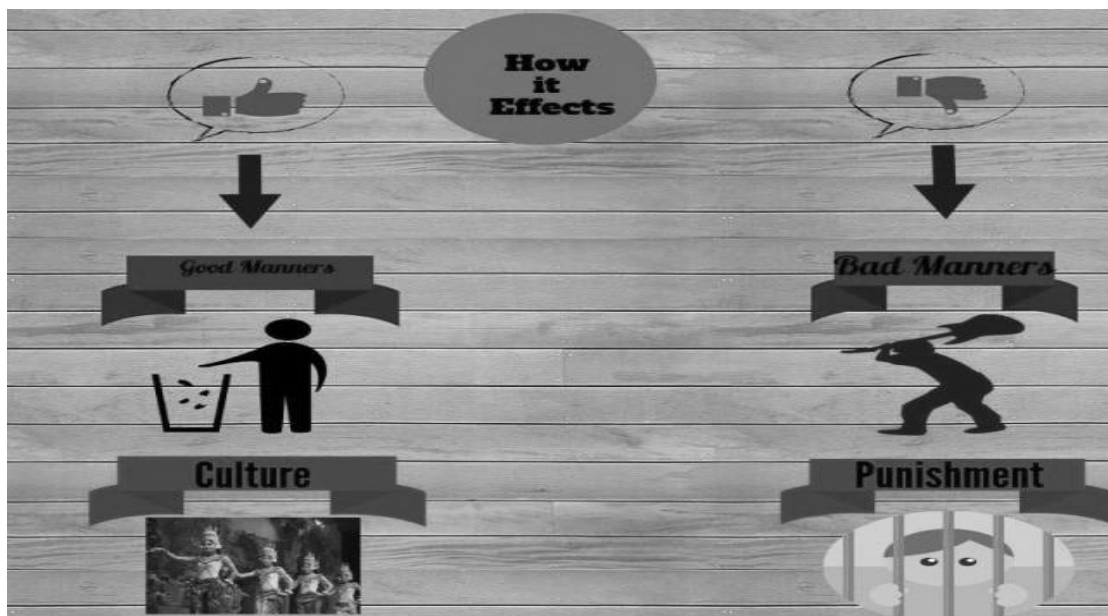


Figure 2: Illustrating the Effects of Bad and Good Manners of Teenagers

CONCLUSION

Changes in viewers' opinions after viewing the film were identified as a result of research. After seeing a film on the elderly, young people's perceptions of their regulatory, cognitive, and emotional qualities changed. At the same time, significant disparities in student and postgraduate student assessments of the elderly were discovered. Students' negative sentiments toward elderly persons worsened after watching the movie, whereas postgraduate students' ratings improved. Individual differences between respondents, such as age, educational status as an indicator of

individual psychological characteristics, experience of interaction with elderly people, and, as a result, attitudes toward elderly people at the time before watching the film, can explain the revealed opposite trends. The majority of the immediate improvements in viewers' opinions seen after watching the film did not persist over time.

In summary, the study confirms the possibility for a good impact, such as enhancing postgraduates' attitudes, but it also demonstrates the necessity to account for individual differences in viewers in order to achieve desired outcomes. Disparities in attitudes prior to watching a film, in particular, are likely sources of differences in the effectiveness of the film's impact.

The pupils' initially negative attitude about elderly people may have contributed to the film's detrimental impact on them. The findings serve as the foundation for further research and raise important questions such as determining the role of individual differences in the effectiveness of the impact, forecasting the positive impact of films on various groups of people, and determining the mechanisms of change sustainability.

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