



21st Century Cinema: A Case Study of Bollywood and its Contribution in Voicing Social Issues

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Introduction:

Bollywood can be considered as the heart of Indian Cinema, the changes in society have always been visible in Bollywood movies. There have been several movies that remain eternal in the minds of the viewers because of their content. While a lot of directors have their focus on profits and make films that the audience can easily relate to and like, there are some directors who go out of the way to create an impressive film that has a great social impact and brings those issues into the light which generally people avoid talking about. Such movies contain a deeper message and remain remembered for years. People used to come to the theaters simply to enjoy the movie and leave, but with the changing scenario now people hope to remember the film after they have left the premises. Only films that are made with a deeper message or purpose tend to remain in the minds of the people longer. Now after leaving the theatre, people not only talk about the Movie but also about the social issue, which the movie was based upon. The study talks about the Bollywood movies that have contributed to voice the social issues which need to be talked about openly.

Significance of the Study:

There are numerous society oriented movies that pass on a message to the society. There are patriotic movies that make us proud of our country, and then there are biographies that throws light on the achievements of popular or unpopular personalities and their lives which motivates the audience. All these movies make us think about and put a match to our mind. A movie which has substance in its content brings changes in the society as well as the mindset of people. Bollywood has the ability to trigger the minds of people with the help of Movies. It can set a thought process in audience's mind. Whether it is good or bad, the choice is always on the viewers but bollywood accomplishes its responsibility to put forward the issue. There are great inspirational movies which can be counted on and on the other hand there are commercial movies, wherein people just enjoy them.



Review of Literature:

Anamika Mishra who is An Indian author & motivational speaker, she handles a Travel & Lifestyle blog. In one of her blogs titled **“Impact Of Bollywood On Indian Youth”** she writes “Bollywood definitely triggers the minds of Indian youth. It sets a thought process and allows them to think. Be it good or bad, the choice is always on the viewers. There are great movies wherein inspiration can be taken from. At the same time, there are commercial movies, wherein people just enjoy them. Hope this article has been useful to you.”

An article titled **“Bollywood Movies that have had a great Impact”** by **A Medium Corporation (US)** explains that The movies are the best way to get the public’s attention to a certain social issue. There have been several Bollywood films that have been responsible for a change in outlook.”

Shreya Pareek in her Article **“20 Hindi Movies that dared to break the mould and take on social issues”** in The better India writes “Cinema has a great impact on people and the stars are the biggest influences. We try to be like them, look like them and behave like them. We all want our life to be a perfect film story. Cinema plays an important role in our lives, even more than we notice.”

Guneet Bhatia in an article **“25 Bold Bollywood Movies That Brought A Change In Society And Its Mentality”** writes “Right from the beginning, Bollywood has been about the social crisis in India. It is like a trend that kept on changing with time. From issues including casteism, dowry, the films spoke about women empowerment, legal system's dullness, human trafficking even diseases like dyslexia, all this to make this society a better place to live in.”

Objectives of the Study:

- To Study the initiatives taken by Bollywood on Social Issues.
- To Study the representation of Social issues by Bollywood in 21st Century.
- To scrutinize the contribution of Bollywood in lightening the social issues.



Research Methodology:

The study aims to study the Contribution of Bollywood in voicing Social issues. In order to accomplish the predefined objectives, the study is based on following Methodology-

- The research approach is descriptive in nature. Descriptive research is used when the existing scenario is described through a preliminary study.
- Qualitative approach.
- The sample design will be based on the simple random sampling.
- In simple random sampling 8 IMDB rated (7 and above) bollywood movies of the 21st Century are selected which are based on any social issue.
- In order to collect the data Non-participatory observation method is used.
- In order to analyze the collected data Content Analysis based on defined qualitative parameters is used.

Data Analysis:

In this study Researcher observed 8 IMDB rated (7 and above) bollywood movies of the 21st Century in which Social issues were voiced through cinematic representation.

1. NH10 (Honour Killing) /13 March 2015

Meera (Anushka Sharma) is the lead character of the film, who eventually becomes a witness of Honour Killing. From starting Meera is represented as a strong lady who builds her own identity. In one scene in starting one of her colleagues comments that Female employees can easily impress their boss to which she replies that „it is his way of observation“ and makes him speechless. In an another scene She removes an female abusive word from a hotel’s toilet which represents that She is a modern lady who cannot compromise with her principles and doesn’t have the patience to tolerate ill happenings. The movie revolves around a case of Honour Killing of which Meera and her Husband Arjun become the witness, and in that struggle with people Arjun dies. In the end Meera avenge to the murderers of her Husband.

2. Raid (Corruption) /16 March 2018

After receiving an anonymous tip, Amay Patnaik (Ajay Devgan), a senior income tax officer, begins an investigation on an influential man in Lucknow for money laundering. The movie revolves around the black money saved by a Politician and the tantrums a politician uses to control the raid.



3. Table no. 21 (Ragging) / 4 January 2013

A couple is drawn into a game show with a whooping winning prize. However the game turns into more than a survival for them with **no** escape. Rajeev Khandelwal and Paresh Rawal play as the lead charecters. The movie tells about the consequences of Extent Ragging during College time.

4. Toilet- Ek Prem Katha (cleanliness) / 11 August 2017

The movie is a Comical Satire on prejudiced mentality in India where having a toilet in home is supposed to be inauspicious. On her first day of marriage, a woman leaves her husband upon learning his home lacks a toilet, and people of the village consider to defecate openly in woods. The movie also encloses the political corruption running behind the fund of Governments for Toilets.

5. Kahaani 2 (Child Sexual abuse) / 2 December 2016

The story revolves around the life of Vidya urf Durga rani Singh (Vidya Balan) who herself is a victim of Child Sexual Abuse and She helps a Girl Minnie Dewan (Naisha Khanna) who is also a victim of Child Sexual abuse by her Uncle. The story has a strong Content which puts forward a harsh truth of Society.

6. Mom (Rape) / 7 July 2017

The lead Character of Film is played by Sri Devi as Devika and the Story is about taking revenge from perpetrators. After her stepdaughter is sexually assaulted at a party, a furious **mother** sets out to destroy the lives of the four perpetrators who walked away free due to lack of evidence against them.

7. Matrubhoomi: A Nation Without Women (Female Foeticide) / 8 July 2005

A woman, attended by two midwives, is giving birth in a small village in India. When the child's cry rings, the father bangs on a steel plate to attract the attention of all the villagers, who assemble, eager to hear the good news. But when the midwife announces that the child is a daughter, the banging stops, followed by a stunned silence. Shortly thereafter the father takes the baby and drowns it in a Calderon of milk. This practice continues on and as a result, many



years later there are men and boys everywhere and no women. This movie mirrors the present social scenario and puts a question if there will be no woman in world.

8. *My Brother... Nikhil* (AIDS & Homosexuality) / 25 March 2005

The movie talks about two very sensitive and untalked issues of Society- AIDS and Homosexuality. The lead character of movie is Nikhil (Sanjay Suri) who is an AIDS patient and he is gay too. The movie represents the mentality of society towards these natural happenings.

Conclusion:

The movies are the best way to get the public's attention to a certain social issue. There have been several Bollywood films that have been responsible for a change in outlook. There are a lot of examples of movies which changed people's perception towards certain things. These movies had a "think out of the Box" content which led people's mentality in a different way and put social issues on forward with a Strong aspect that what kind of Change is required in society. Apart from social issues there are many movies which also changes our view points towards life such as Zindagi Milegi Na Dohara, Taare Zameen Par, 3 Idiots, OMG Oh My God, Pink, PK and the list goes on. The Cinema of 21st century is not merely about entertainment but also about social change and social awareness. Change doesn't happen overnight but the initial taken by Bollywood is appreciative which not only profit maker for the bollywood industrialists but also a Contribution towards society. The selected movies are just a few drops of that huge ocean.



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