

The Impact of Western Films on Indian Cinema and Its Reflection in Societal Values in Terms Of Progressive Mentality In Society

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ABSTRACT

The study looks at how western cinema and the impact of Progressivism has affected Indian cinema on a broad scale, as well as how that has affected societal values. India's film industry underwent significant changes in terms of both content and production as the country opened its doors to the world market and embraced the forces of globalization. This study explores how the western cinema with the help of globalization affected different facets of Indian cinema, which in turn affected societal norms, values, and attitudes.

KEYWORDS

Indian cinema, Impact of western cinema, Progressivism, globalization, society, morality.

1. Introduction

Indian cinema has a rich history that dates back to 1913, when the first Indian silent film, "Raja Harishchandra," was released. Over the years, the industry has evolved, and Indian filmmakers have produced a diverse array of films, spanning different genres and themes. This evolution showcases the growth of the country and its people through the lens of cinema.

Indian cinema plays a pivotal role in shaping and preserving the cultural identity of India. It reflects the nation's traditions, values, and social issues, giving audiences a glimpse into the country's diverse cultures, languages, and customs. Through its storytelling, music, dance, and colorful visuals, Indian cinema appeals not only to domestic audiences but also to global viewers, fostering cross-cultural understanding.

Bollywood, in particular, has achieved global recognition and has a massive fan following in various countries, especially in Asia, the Middle East, and diaspora communities worldwide. Indian films are dubbed or subtitled in many languages, allowing them to be accessible to a broader audience, thereby promoting India's soft power on the global stage.

Indian cinema is a significant player in the global film industry, both in terms of film production and box office revenue. Bollywood is one of the largest film industries globally, producing a vast number of films each year. The popularity of Indian films has also opened up new markets, contributing to the economic growth of the country and providing employment opportunities to thousands within the entertainment sector.

Indian films have tackled various social issues, including poverty, gender inequality, religious harmony, and more, contributing to social discussions and awareness. Some films have even played a role in bringing about positive changes in society by shedding light on sensitive subjects and encouraging dialogue.

Indian cinema holds great significance in the global context due to its historical, cultural, economic, and artistic contributions. It serves as a powerful medium to connect people across borders and bridge cultural gaps while offering unique insights into the complexities of Indian society and its people. As it continues to evolve, Indian cinema is likely to leave a lasting impact on the global film industry and cultural exchange.

Globalization, in the context of Indian cinema, refers to the process of integrating Indian films, actors, directors, and other cinematic elements into the global film industry and also the impact of international influences on Indian cinema. This phenomenon is a result of increased interconnectedness and communication between different countries and cultures, facilitated by advancements in technology, international trade, and the widespread dissemination of information.

Indian cinema, often referred to as Bollywood, has played a significant role in reflecting and promoting Indian

values over the years. These values are deeply rooted in the diverse culture, traditions, and ethos of the Indian society. While it's important to note that Indian cinema is not a monolithic entity and represents a wide spectrum of perspectives, here are some recurring themes and values that are often portrayed in Indian films.

2. Objectives

To analyze the historical evolution of Indian cinema and its exposure to globalization and western films in terms of progressive mentality in the society . To assess how Indian cinema reflects changing societal values under the influence of globalization. To identify any potential challenges or opportunities faced by the Indian film industry due to globalization

3. Scope and Methodology

Content Analysis for some films: Utilize content analysis techniques to study a large corpus of films released over specific periods. Categorize and compare their themes, cultural elements, and global influences to track any significant shifts over time.

Societal Surveys and thematic analysis: Conduct surveys among the general population to gauge their perceptions and attitudes towards Indian films, their preferences, and how they relate to changing societal values.

4. Literature Review

The impact of western films on Indian cinema and its reflection in societal values has been explored in the context of glocalization in international communication (Rao, 2010). Glocalization refers to the adaptation of global influences to fit local cultures and values. This has implications for how western films are received and integrated into Indian cinema.

Rao (2010) discusses the need for an "Indian touch" in Bollywood films, indicating that even as western influences are embraced, there is an effort to maintain the Indian identity. This suggests that western films may be influencing Indian cinema, but they are also being adapted to align with Indian cultural values.

In a similar vein, Khare (2011) explored the impact of Indian cultural values and lifestyles on the meaning of branded products among university students in India. This research provides insights into how Indian societal values influence consumer behavior and preferences, which could also be reflected in the reception of western films in Indian cinema.

While the direct impact of western films on Indian cinema is not explicitly addressed in the literature, there is a broader context of cultural exchange and adaptation that suggests a significant influence. The concept of glocalization offers a lens through which to examine the ways in which western films are integrated into Indian cinema while maintaining the integrity of Indian values and cultural identity.

Despite the existing research, there are knowledge gaps that warrant further exploration. For instance, there is a need to delve deeper into the specific ways in which western films have influenced the narrative, visual style, and themes in Indian cinema. Additionally, understanding how these influences have shaped societal values and norms in India would provide valuable insights into the broader impact of western films.

Future research could also focus on the reception and perception of western films among Indian audiences, as well as the ways in which filmmakers navigate the integration of western influences into their work. This would contribute to a more comprehensive understanding of the dynamic relationship between western films, Indian cinema, and societal values.

In conclusion, the literature provides evidence of the influence of western films on Indian cinema within the framework of glocalization. However, further research is needed to explore the specific nature of this influence and its reflection in societal values, as well as the ways in which Indian audiences engage with and interpret western cinematic influences.

The Impact of Globalization on Indian Cinema

The Indian film industry, commonly referred to as Bollywood, has been significantly impacted by globalization in recent years. This literature review aims to synthesize and integrate existing research findings to provide an in-depth understanding of the impact of globalization on Indian cinema.

Cultural Globalization and Dominance of the American Film Industry Crane (2014) discusses the dominance of the American film industry as a consequence of cultural globalization. This highlights the influence of global

cultural flows on Indian cinema, potentially leading to the adoption of Westernized cinematic styles and storytelling techniques.

Globalization and Changing Consumer Behavior Gupta (2011) presents empirical evidence of the impact of globalization on changing materialistic values in Indian consumers. This indicates that globalization may have influenced the preferences and expectations of the audience, thereby shaping the content and themes of Indian films to align with global consumer behavior.

Impact of Globalization on Indian Micro, Small, and Medium Enterprises (MSMEs) Mukherjee (2018) highlights the challenges faced by Indian MSMEs in the era of globalization. This suggests that economic globalization has implications for the entire value chain of the Indian film industry, affecting production, distribution, and marketing strategies.

Invisible Water, Visible Impact: Groundwater Use and Indian Agriculture Zaveri et al. (2016) discuss the impact of groundwater use on Indian agriculture under climate change. While not directly related to cinema, this finding underscores the broader environmental and socio-economic impacts of globalization on India, which may indirectly affect the film industry.

Global Financial Crisis and Indian Banks Gulati and Kumar (2016) assess the impact of the global financial crisis on the profit efficiency of Indian banks, highlighting the interconnectedness of the global economy. This interconnectedness may have implications for film financing and investment in Indian cinema.

Future Research Directions and Knowledge Gaps While the existing research provides valuable insights into the multifaceted impact of globalization on Indian cinema, several knowledge gaps and potential future research directions emerge. Firstly, there is a need to explore how globalization has influenced the thematic and narrative elements of Indian films, particularly in relation to the representation of cultural identities and traditions. Additionally, further research could investigate the role of international collaborations, co-productions, and film festivals in shaping the global reach of Indian cinema. Moreover, a deeper understanding of the influence of global consumer behavior on film content and marketing strategies is warranted. Finally, examining the implications of digital platforms and streaming services on the global distribution and consumption of Indian films would provide valuable insights into the evolving dynamics of the industry.

In conclusion, the literature review demonstrates that the impact of globalization on Indian cinema is multifaceted, encompassing cultural, economic, and environmental dimensions. By integrating and synthesizing the provided research findings, this review offers a comprehensive understanding of the complex interplay between globalization and Indian cinema, while also highlighting avenues for future research to further enrich this field of study.

5. Result and Discussion

When we are talking about the content analysis we are talking about analysis of the content, narratives, codes, events of the particular film.

Pre-marital sex taboo: In Indian cinema, the topic of pre-marital sex has been approached with varying degrees of acceptance and taboo. While traditionally considered a sensitive subject, some Bollywood films have challenged societal norms by addressing pre-marital sex openly. These films have depicted characters engaging in pre-marital sexual relationships, highlighting the complexities and taboos surrounding this issue in Indian society. Despite the taboo, certain movies like "Salaam Namaste" and "Shubh Mangal Saavdhan" have dared to explore pre-marital sex, infertility, and other related topics, contributing to a more open dialogue about these issues in Indian cinema in film Tu jhuthi Main Makkaar one night stand has portrayed in very common aspect & in case of film Julye premarital portrayed in very harsh and tabooed way .

LGBT films in Indian cinema:

The exploration of LGBT themes in Indian cinema has been a significant but challenging journey due to societal taboos. Over the years, Bollywood has gradually started addressing LGBTQIA+ issues, although mainstream films have often struggled to represent these communities authentically. While some films have depicted same-sex relationships and gender fluidity, they have sometimes been marred by tokenism and stereotyping[4][5]. The historical context of British colonial rule in India, which criminalized homosexuality in 1861, imposed a taboo on same-sex relationships that persisted for many years[5]. Despite this, certain Bollywood films from the past have subtly portrayed intense male friendships that could be interpreted as gay relationships, reflecting a nuanced approach to LGBTQ themes even in earlier eras.

In recent times, there has been a positive shift towards more inclusive storytelling in Indian cinema. Films like

"Ek Ladki Ko Dekha Toh Aisa Laga" and series like "Made in Heaven" and "Four More Shots Please!" have started to feature major storylines centered around queer characters, contributing to a more diverse representation of sexual subjectivities in media[5]. This evolving landscape in Indian cinema, with a growing number of LGBTQ-themed films and series, signifies a gradual normalization of queer identities and relationships, challenging traditional taboos and stereotypes surrounding LGBT issues in Indian society.

Heroines smoking on screen: Heroines smoking on screen in Indian cinema has been a topic of interest and controversy. The portrayal of smoking in Bollywood films has evolved over the years, with actresses like Priyanka Chopra, Kareena Kapoor, Deepika Padukone, Rani Mukerji, and Katrina Kaif being among those who have been seen smoking on screen. This trend has been attributed to the influence of Bollywood on Indian culture, with films often depicting smoking as a symbol of modernity and liberation for women. However, the depiction of smoking on screen has also raised concerns about the potential influence of such portrayals on the audience, particularly young people. The Indian government has proposed a smoking ban in films and television shows to discourage the glamorization of smoking, but this has been met with resistance from the film industry. The portrayal of smoking on screen has also been criticized for reinforcing stereotypes and perpetuating negative associations with women who smoke. Despite these criticisms, the depiction of smoking on screen remains a complex issue in Bollywood, with some arguing that it can be used as a tool to challenge societal norms and promote female empowerment, while others caution against the potential negative consequences of such portrayals.

A French kiss on screen: In Indian cinema, the depiction of French kissing has been a topic of controversy and taboo, particularly in the early days of Bollywood. The film industry experienced a wave of conservatism in the 1950s, which replaced the earlier standard of displaying appropriate affection on screen with a more allegorical approach. This shift resulted in a generation of Indians growing up in a world where physical intimacy was often replaced by symbolic imagery, such as treetops and flowers, leading to discomfort and tension when actual kissing scenes were shown.

However, in recent years, there has been a gradual normalization of kissing on screen, with films like "Black" (2005) featuring cross-generational kisses between Rani Mukherjee and Amitabh Bachchan, and "Jab Tak Hai Jaan" (2010) showcasing a passionate kiss between Aishwarya Rai and Hrithik Roshan. The emergence of LGBTQ themes in Bollywood has also led to the depiction of same-sex relationships and kisses, such as in the film "Bombay Talkies" (2010), which debuted at the Cannes Film Festival.

Despite these changes, the Central Board of Film Certification in India still has the authority to censor or remove any content deemed inappropriate, including sexual desire and explicit scenes. The censorship board's regulations have been criticized for normalizing rape culture and perpetuating misogynistic tropes in mainstream Indian pop culture.

In summary, while the taboo surrounding French kissing on screen has diminished in recent years, the depiction of sexual intimacy and relational taboos, such as homosexuality and premarital sex, remains a complex and evolving issue in Indian cinema, influenced by societal norms, censorship regulations, and the representation of diverse identities and relationships.

Extramarital affairs: Extramarital affairs in Indian cinema have been portrayed as a taboo, with the film industry and society at large generally disapproving of such relationships. The portrayal of extramarital affairs in Bollywood films has been criticized for promoting a double standard, where men are often forgiven for their indiscretions while women are shamed and stigmatized. However, there is also evidence to suggest that extramarital relationships are becoming more common in India, with the emergence of online dating platforms and changing societal attitudes towards infidelity. The normalization of extramarital dating in India has been attributed to factors such as the desire for sexual freedom, the breakdown of traditional family structures, and the influence of Western culture. Despite these changing attitudes, the portrayal of extramarital affairs in Indian cinema remains a complex and controversial issue, with the potential to reinforce negative stereotypes and perpetuate misogynistic tropes.

6. Findings

To validate the research question and reach findings, we have posed a few closed- and open-ended questions. To learn more about the mental health of premarital sex, we have included three in-depth questions in our survey. First, are you comfortable with heroes and heroines having a premarital sex scene on screen? 50% of respondents said they were fine with it, however the second query asked if they ethically agreed that premarital sex scenes for heroes and heroines should be shown on TV. Furthermore, more than 60% of respondents believe that having sex before marriage is immoral. Do you ethically support premarital sex? is the third question we posed. The majority of people—more than 60%—believe that

premarital sex scenes for heroes and heroines are immoral.

Then, over 60% of respondents believe that having sex before marriage is immoral. In our third inquiry, would you morally support premarital sex? More than 60% of respondents believe that premarital sex scenes starring heroes and heroines on screen are morally repugnant. To validate the closed-ended question, we asked one open-ended question: "If you can remember any kissing seen, write down the name of the film and sequence." Almost everyone said they had seen one or two nice kisses.

From the above survey report, we can understand that there may be people saying they are not supporting premarital sex, but they have enjoyed on screen two or three kisses, which is pre-marital sex as well. So these contradictory results are what we have gotten so far.

The next was acceptance of LGBTQ cinema in society is a reflection of broader societal attitudes towards LGBTQ+ individuals and issues. While there has been significant progress in recent years in terms of LGBTQ+ rights and representation in media, including Indian cinema, there are still segments of society that may not feel comfortable with or supportive of these themes.

It's important to recognize that attitudes towards LGBTQ+ issues can vary greatly depending on cultural, religious, and personal beliefs. In many cultures, including India, traditional values and societal norms may clash with the portrayal of LGBTQ+ characters and relationships on screen.

For those who feel uncomfortable with LGBTQ+ cinema or discussions on the subject, it can stem from a variety of reasons such as lack of exposure, fear of the unknown, religious beliefs, or deeply ingrained societal prejudices. Some may also feel that discussing or depicting LGBTQ+ themes goes against their cultural or moral values.

However, it's crucial to foster open dialogue and understanding to promote acceptance and inclusivity. LGBTQ+ cinema plays a vital role in providing representation and visibility to marginalized communities, helping to challenge stereotypes and foster empathy and understanding.

Education, exposure to diverse perspectives, and respectful conversations can help bridge the gap between those who support LGBTQ+ cinema and those who may feel uncomfortable with it. As society continues to evolve and progress, it's hopeful that acceptance and appreciation for LGBTQ+ cinema will continue to grow.

Next two survey was about smoking on the screen and extramarital affair In both cases, more than 60% of people are against cigarette smoking on screen and extra marital affairs, but around 40% of people in both cases are in support of smoking on the screen and the extra marital affairs portal on the screen.

7. Limitations and Research Gaps

While the methodology of content analysis combined with societal surveys offers valuable insights, there are inherent limitations. First, the use of content analysis restricts the scope of research to a finite selection of films, which may not be fully representative of the entire corpus of Indian cinema. The subjective nature of thematic categorization and analysis also risks the exclusion of subtler narratives or non-mainstream films that may address taboos in unconventional ways. Additionally, the reliance on surveys to gauge public perception has its own set of limitations—respondents' answers may be influenced by social desirability bias, with individuals unwilling to fully disclose their true attitudes towards controversial topics such as premarital sex, LGBTQ themes, or extramarital affairs. The findings from surveys, while indicative of certain trends, may therefore not accurately reflect the nuanced or deeply ingrained societal attitudes.

Despite the extensive analysis of taboo subjects in Indian cinema, certain gaps persist. One major gap is the lack of longitudinal analysis that tracks shifts in public perceptions and cinematic representation over a longer period, particularly as societal norms evolve. Most existing studies, including this one, tend to focus on snapshots of contemporary films without adequately addressing historical developments or how these narratives have influenced the larger cultural discourse over time. Furthermore, the intersectionality of gender, caste, class, and regional identities within these taboo portrayals is often overlooked, leaving out a holistic understanding of how marginalized communities experience and react to these cinematic depictions. More research is needed on how audiences from diverse backgrounds interpret these films and whether their perceptions lead to measurable social changes beyond the screen.

8. Conclusion

In conclusion, the exploration of various taboo subjects in Indian cinema, including pre-marital sex, LGBT themes, heroines smoking on screen, depiction of French kissing, and extramarital affairs, reflects a complex interplay between societal norms, cultural attitudes, and evolving cinematic representations.

Films have played a significant role in challenging traditional taboos and stereotypes, particularly in recent years, as evidenced by the increasing inclusion of LGBTQ+ characters and storylines. Despite this progress, controversies and debates surrounding these topics persist, highlighting the ongoing tension between artistic expression, cultural sensitivities, and censorship regulations.

Survey findings reveal a nuanced perspective among audiences, with contradictory opinions regarding the portrayal of taboo subjects on screen. While a majority may express discomfort or moral opposition to certain themes, a significant portion may still find enjoyment or acceptance in their cinematic representation.

The acceptance of LGBTQ+ cinema, for instance, mirrors broader societal attitudes towards LGBTQ+ individuals, with varying levels of support and resistance influenced by cultural, religious, and personal beliefs. Similarly, attitudes towards smoking on screen and extramarital affairs reflect a diversity of opinions, indicating the complexity of navigating taboo subjects in cinema.

Ultimately, fostering open dialogue, promoting empathy, and respecting diverse perspectives are essential in navigating the portrayal of taboo subjects in Indian cinema. As society continues to evolve, it's imperative to strive for greater inclusivity, representation, and understanding in cinematic storytelling, acknowledging the power of film to challenge norms, provoke thought, and promote social change.

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