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Entangled and Reciprocal Association of Hollywood, Bollywood and Indian Society

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Abstract

Movies or Cinema is the virtual world of bilateral communication. These are visual media that tell stories and exposes reality. They, in first place take from society and in other returns it back with additional elements. It uses all the elements from all other arts. This has always been a great debate, if films influences society or society is in itself is being reflected in films. Undoubtedly there is a thread reflection in both. Several questions have been discussed hitherto about the mutual dependence of society and cinema on each other. Since the very first 'Chalchitra' of Indian Cinema, i.e. 'Raja Harish Chandra', our films have become the most impactful media for mass communication in India. Its significance varies for different strata of life, for some it is nothing more than a lucrative business and some it is an art work. But for movie buffs, casual cinema goers and critics it is beyond this purview. For them it is an image of themselves, image of society, reflection of their unfulfilled and fulfilled dreams, aspirations, contradictions and frustrations. The paper discusses not only the two dimensional aspect of cinema but reciprocal connection of Hollywood, Bollywood and Indian society, it talks about the extent of impression that these three entities making on each other. If talking about Indian spectators particularly, they revere the protagonists and performers. They see themselves in it and try to become like them. My attempt is to explore the complex but natural association and the sequential impact of Hollywood on Bollywood and further Bollywood's on Indian society and also the impact of India on both of these conglomerates.

Keywords- Bollywood, Cinema, Communication, Hollywood, Performance

Cinema is prominent and easiest medium of communication. It eliminates the division between classes and masses and has great ability to influence both of the sections of society. This age is undoubtedly a digital age in which making and sharing movies has not only become simple but also most approachable to the wide range of society. It eliminates all borders whether cultural or linguistic and can communicate a complex message in an easier method.

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Indian cinema is not a small name; it consists of entire cinema industry whether regional or national. We are well acquainted with the names of Bollywood, Tollywood, Mollywood but the cinema produced in Bollywood is most popular and has a national acceptance in India. It has contributed immensely and made a separate palace in eminent and elite international platforms like the Oscars, Cannes and also created their own globally acknowledged platform like IIFA, Filmfare and national awards. But once Bollywood was getting so much influenced of Hollywood that question raised on its dependence and creativity. People doubted if Hollywood is completely capturing the Indian cinema. An industry which has even derived its name from Hollywood, can ever become capable to influence western society in return or will continue yielding before the massive industry i.e., Hollywood. The influence on us started from the use of foreign locations in early Indian cinema, and then it extended to technologies, finance, fashion, music, storyline, impact of sex, violence, choreography, theatrical effects and lastly animation. Initially stories in typical Indian cinema revolves around a hero, a heroine, a villain, a nagging dad of heroine and a controversy taking place in between.

That was the age of Dev Anand and actors like Mithun led it further. Later the simple plots were taken over by complex one and major technologies came into light. From that stage the influence of western cinema on us increased steeply. The extent of influence was so much that several movie buffs as well as critics asked if ever Bollywood be able to come out of this or not and can ever mark imprints of its own creativity on world rather than lauding and accepting foreign cinema. But a Bollywood styled movie Slumdog Millionaire winning 8 Academy awards has changed the entire outlook. But only through a single achievement we cannot count our strong existence in Hollywood but yes we have significantly coloured western cinema in our striking colours. Our themes, culture, background is now frequently being used by Western Cinema Industry.

Just because of typical Indian cinema, festival such as Holi, Diwali, Karvachouth has become familiar terms to foreign audience. Western people have now started to recognize the peculiarities of Indian culture. Several Hollywood movies like Water and Danny Boyle's Slumdog millionaire has portrayed harsh social evils of Indian society and very realistically delineated Indian people. We can firmly say that we do influence them in many ways by counting numerous Hollywood movies that have Bollywood's impact. Undoubtedly we have a list of copied Bollywood movies but i can here give you some great examples to show that how Hollywood got inspired.

Ben Kingsley: A Common Man was an official remake of A Wednesday

Leap Year, released in 2010 lent its plot from Jab we met starring Kareena Kapoor and Shahid Kapoor.

Darr (1993) inspired Fear of Hollywood directed by James Foley

Vicky Donor - Delivery Man

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A movie named Do Aankhe Barah Hath is said to become the inspiration for the makers of The Dirty Dozen.

Quite apparent from these examples that now they have started taking from us. They don't incorporate our elements in most of their movies, there might be a handful of them that draw inspiration from Indian culture but the inspiration is significant one and we have become successful in making a noticeable place of ours in someone else's land through this medium also. Meticulous Hollywood box office names such as Star Wars, Batman series and the recent Interstellar have Indian Philosophy behind them. If we go through data, Hollywood produces 500 films per year on an average having an audience of 2.6 billion whereas Bollywood produces 1000 films a year approximately and has a worldwide audience of 3 billion. Bollywood has already taken over Hollywood in terms of viewership. Media Baron Rupert Murdoch himself admitted that India's Hindi film industry influences Hollywood both financially and culturally.

Instead Government of India has encouraged and promoted meaningful work time to time. Now Bollywood cinema is coming out of the image of song dance routines and unnecessary clippings. Movies with social themes such as Manthan, Bandit Queen are now also doing good commercially. The difference between serious and commercial cinema is now reducing and Indian people has now become mature enough to accept grave movies and their themes. Indian cinema is changing drastically and in general scenario change is generally condemned.

People always glorify traditional work. Similar is the scene in Indian cinema in which old is considered as ideal whether it is music or acting or themes. But why we unnecessarily push back the change and block ourselves for transformations. Filmmakers are beautifully carrying the responsibility of creating realistic cinema which has global acceptance. They have become propagators and ambassadors of their culture. Our culture is being well portrayed in our films. Indian movies are now travelling in entire world. Our people are settled in different sections of world. Our culture, tradition, human behaviors that has been severely impacted by the both these aspects has been beautifully delineated in some the movies. Bollywood movies are now playing an important role in moulding and creating a healthy mindset of people about our country. Some of them are realistic and some are fiction based that are less inclined towards the reality but still they portray a significant trait of Indian cultures. Foreign audience makes an opinion about our culture by watching our movies. Cinema possesses the capability of transforming the mindset of people as well as formulating rigid public opinion. It has emotional impact that it can make audience, weep, cry, laugh and make people contemplate on the reasons and logics on which the movie is based.

I want to ponder here upon the trilateral dimensional impact of Hollywood on Bollywood and further on Indian culture. Bollywood has enormous ability of accepting

The Creative Launcher

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various cultures, even western culture which is tend to be less traditional in its appearance. It has now become an amalgam of western as well as traditional approach. Themes, characters, background, music all elements involved in making a movies is now amalgamated. Our movies nowadays are multicultural. Actress Aishwarya Rai Bachchan wears a gaudy shimmering, traditional bengali attire in Devdas whereas the same actress wears skin exposing clothes in Dhoom2. This drastic transformation of same person in different genre shows the diversity in Bollywood as well as its flexibility of adopting any culture with ease.

Bollywood is frequently accepting varying culture with western influence not only in attire but in music plot and in all the ingredients that are essential for a movie. Several Indian singers are now working in Hollywood albums, maestro A.R. Rehman himself has set a legendary example by contributing significantly in Hollywood music. Our indigenous musical instruments have made their noticeable place in western movies' music. Not only our artists are going to the western countries for work but also western artists are now migrating towards this erstwhile exotic land for the want of more exposure of our Bollywood. Biggest example is of Akon tailored his approach by singing Hindi words in movie RA-ONE that was released some years back and without any apprehension and reluctance Indian audience took it very positively. Such artists are highly acclaimed in their own country but they urge to get global recognition, and here, in a developing country like ours they can also demand high price quotes just for their big name. Several kinds of perks they get in proliferating their talents in different countries. Hefty contracts and capturing a larger fan following is amongst one of them.

We have sufficiently gone through the connection between Hollywood and Bollywood and should now head towards the social impact of both of the industries. Particularly, impact on Indian society which is highly vulnerable of innumerable social evils for its diverse culture. We have to find out that how this culture is getting affected of this worldwide accepted visual and auditory art. Art and society are always in a very endearing relationship, the give and take attitude of both is helpful in flourishing themselves. And this very art i.e. Cinema is a mirror which reflects past, present and future of society. It observes it and throw that observation back with intensity, vigour and colorful attitude. Tracing the impact of Bollywood on Indian society is not a tough task but an easier one as the aspect has been numerously explored earlier.

Bollywood has influenced our culture for decades now. Attend any wedding function and you will see ladies attired in the finest garments modelled after Bollywood fashion. But we have now moved beyond sarso ke khet of punjab and ethnically and gaudily jewelled Indian women on screen. That was the time when Bollywood was providing dose of ethnicity and culture to the audience. Now the age has changed. Cultures have merged, scenarios have drastically transformed and an interesting picture of Indian society has emerged on the silver screen. The influence is not restricted to fashion only but has reached to the morals and

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manners. Cinema now is not only a source of entertainment but a picture of our lives. The most influenced section of Indian society from movies is youth which follows it keenly, relate their lives with the actors and adhered to every philosophy the movie presents without even using their own rational faculty. Smoking, having liquor, sex, violence, commitment less relationships these are the common themes now a days in our cinema.

A new trend in Bollywood's movies can be seen these days, a carefree guy who is tired and flustered of his familial responsibilities wants to shed it off and run away to some distant place for any expedition or venture with friends. To get solace, to get peace, to get harmony with own soul, the guy pushes back the responsible quotient in him and stands up with a new and fresh personality. *Ye jawani hai deewani*, *Befikre*, *Tamasha* are examples of such kind of cinema. Yes being independent is not bad at all but to what extent this should also have some coverage in the plots that are in vogue.

Youth is the manufactured material of a construction of a nation. It can led a nation to its culmination to the rift. Directions and inspirations to this building block should be of constructive nature and if the goal is to target the audience then how can be the most influential mode be avoided. Cinema reflects what society is in real, but on the other hand it has the power of transforming that society in what it ought to be. We ourselves are culpable if we are seeing any kind of flaw in our movies because it is just a reflection of ours. Reflection can never be blamed of acts. An inspirational and positive approached movie changes a nation's somber mood in a day and brings the breeze of hope and optimism amongst people; such genre movies are desperately required for the time.

Hollywood imparts its culture to Bollywood and then Bollywood spreads the imparted elements in its society. Not all the elements are necessarily corrupt but the efforts should be taken if there is even marginal corruption. The three entities are interconnected and a mutual influence can be seen on them. Cinema needs a society for multiple purposes as well as time to time society needs a cinema to face its real picture and get itself improved incessantly.

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The Creative Launcher

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