

The Impact of Heroism and Demonism of Indian Movies and Youth National Identity Crisis



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Abstract: *This study is designed to investigate the Impact of Heroism and Demonism of Indian Movies and Youth National Identity Crisis. Through the survey research method, the researcher collects data from the 320 persons that are selected from a population of the study through the Purposive sampling technique. Participants are categorized demographically. The major finding of the study is the Nation Identity Crisis among youth, and it strongly supports the hypothesis that "there is significant Co Relation between the extent of watching Indian movies and adoption of Indian cultural identities". The researcher concluded that the "National language of our country Pakistan more affected by the Hinduism and somewhat Dress, Eating culture, National symbols, Two Nation Theory National Heroes and Army image also affected."*

Key Words: Heroism, Demonism, Indian Movies, Youth, National Identity

Introduction

According to (Callahan, 2001) is, An independent film is a kind of film production that fetch in a feature film that is produced mostly or completely outside of the major film studio system, additionally to being produced and distributed by independent entertainment agencies. Independent films are sometimes different by their content and style and the way in which the filmmakers' personal artistic

vision is realized. Sometimes independent films are made with considerably lower budgets than major studio movies. It is majorly reviewed that Indian films and presented content has impacts on multiple aspects of its viewers. Masses watches films and follow as it was presented physically and psychologically, also consciously and unconsciously. People not only change their attitudes but behaves

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accordingly. The film industry is so big, and due to its entertainment factor, every age group not only watches but also adopt the ways of living, eating, behaving, and acting in their lives. Generally, the marketing of independent films is characterized by constrained release; likewise, it can also have major marketing campaigns and a wide release. Independent films are often screened at local, national, or international film festivals before distribution (theatrical and/or retail release). Independent film production can rival a mainstream film production if it has the necessary funding and distribution. www.film labs.org.it

Literature Review

The basic principle of research is to explore the Impact of Heroism and Demonism of Indian movies and the National Identity Crisis among Youth. "Bollywood industry will play for those brains for Pakistani immature through their general public progression. Bollywood movies get Verwoerd praise because our immature is thick, as warm as Bollywood. Likewise, as we continue on to perceive that the purpose for the Notoriety of the Bollywood business secured close by Pakistan will be those breakdown for Lollywood industry." Jessop (2000) and Saeed (2007) reveal insight into afterward change in the public's opinion and change in Indian society. popular media of India established stereotypes of the Indian Muslim community as "Indian Muslims". Basically, it is unthinkable to include all the supporters of Islam into one huge category residing in India. It will be practically unthinkable with a set every last one of supporters from claiming Islam residing clinched alongside India under you quit offering on that one colossal class. They are culturally, demographically, professionally, economically, and politically as disparate as the respite of the Hindus and the result that Indians are not enduring the Muslims in their

Country because in India, there is a large number of Muslim minorities who have lived in Indian since many years. As they look at Muslims that they are terrorists, traitors, militants, etc., in this, they also include women and children. In many movies, Muslims are appeared as terrible individuals who are not devoted to their homeland and promote violence in areas of India. Due to such movies, society has cornered Muslims, and they brought them in the position of defending themselves. Indian films have a big hold on the entertainment industry masses likes and follow the films, content, and actors. Films like Bahubali, which a south Indian film is, have a lot of fake scenes, but it scored high viewing records as masses not only watched but also adopted the presented behaviors and attitudes.

[Batool \(2004\)](#), [Zainab \(2005\)](#), [Juni \(2014\)](#), and According to Tariq (2011) that Indian movies promote Pakistan Islam and Muslims in a negative way as Pakistan is a terrorist, militant & confrontational to the neighboring countries. Pakistan is an Islamic country and has some limitations, but the Indian movies destroy all limitations and change the beliefs of our youth about their religion. The bang of the Bollywood movies on cultural transformation among Pakistani youth prefer to watch Indian movies to gratify their entertainment needs than Hollywood and Lollywood movies, and they follow the Mannerism and life style shown in movies having a considerable effect on their cultural patterns and Indian movies also influence the language, dresses, lifestyle, festivals, music, food habits, and drinking of the native cultural trends. Pakistan and India haven't been on good terms since their creation. Pakistani people now stand on the unacceptable was, they are highly influenced by the Indian culture as they adopt their lifestyle, prefer to watch Indian channels shows and films. This result shows that Pakistan minimizes its identity. People still

hate feeling in their hearts for India as we observe in the India Pak match. But in spite of this, we prefer to adopt Indian culture happily. We need to take into account these facts and promote the culture of our homeland, Pakistan. In reality, they presented culture is actually in practice which is Indian culture, because the masses watch and practice in their ceremonials and daily life.

Hypothesis

- H1:** More the youth watch Bollywood movies then, the more their interaction pattern is affected with the social network.
- H2:** More the youth watch nationalist and motivated Bollywood movies then, the more they are influenced by Indian Language and Dresses.
- H3:** There is significant Co Relation between the extent of watching Indian movies and the adoption of Indian cultural identities.

Methodology and Findings

"Methodology defines a range of different steps that a researcher generally adopts in studying research problems and the logic behind them. All possible ways that are necessary for the researchers and help to lay out methodology may vary from problem to problem. Research methodology is multidimensional, and the research methods are a part of research methodology (Kothari, 2004)." This study is going to be performed to make sure the Impact of Heroism and Demonism of Indian Movies and Youth National Identity Crisis. According to the rations and nature of the study, the survey method is an appropriate direction for analysis. For this study, the universe is the male and female students of the University of Sargodha. Through the purposive and convenient sampling technique, 320 students are selected as sample.

Table 1. Effects of Indian Movies on Pattern of Social Interaction

S. No	Category	Overall	Gender		Age	
			Male	Female	18-24	25-30
1	Parents					
2	Very Much	31	34	27	29	38
3	Much	26	24	28	26	23
4	Somewhat	19	17	21	21	9
5	Rarely	11	9	13	12	9
6	Not at all	13	16	11	12	20
7	Friends					
8	Very Frequently	31	30	31	30	31
	Frequently	35	38	33	36	34
9	Somewhat	17	16	18	17	14
10	Rarely	12	11	12	11	13
11	Not at all	6	6	6	5	8
12	Family Members					
13	Very Frequently	20	21	19	18	25
14	Somewhat	27	29	26	27	28

S. No	Category	Overall	Gender		Age	
			Male	Female	18-24	25-30
15	Rarely	27	22	31	28	20
16	Not at all	14	16	13	14	13
17	Co Workers					
18	Very Frequently	19	21	17	18	22
19	Frequently	23	26	21	24	20
20	Somewhat	24	22	26	23	27
21	Rarely	19	18	21	20	17
22	Not at all	15	14	16	16	14

Table showing the Percentage

The analytical review of Social Interaction Pattern reveals that overall majority of respondents (75%) are more affected by interaction with parents by Indian Movies as compared to with Friends (66%), followed by Family (47%) and Coworkers (42%). Gender analysis shows that no significant difference has been observed in interaction with parents and with friends. Further analysis shows that

male respondents (50%) with family and (47%) with Co-workers more affected their interaction pattern as compared to females. Age analysis shows that no significant difference has been observed in interaction with friends and with co workers. Further analysis reveals that the higher age group, 25-30 respondents with Parents (61%) and with family (53%) were more affected as compared to the lower age group, 18-24

Table 2. Adoption of Indian Movies Features by Native Youth

Category	Overall	Gender		Age	
		Male	Female	18-24	25-30
Hair Style					
Very Frequently	21	22	20	18	34
Frequently	25	24	25	25	22
Somewhat	20	16	24	20	19
Rarely	12	12	12	12	11
Not at all	23	26	19	25	14
Dialogue					
Very Frequently	18	16	20	17	22
Frequently	22	26	19	22	22
Somewhat	20	19	21	21	16
Rarely	18	18	17	15	27
Not at all	23	21	24	25	14
Dress					
Very Frequently	17	20	14	15	25

Category	Overall	Gender		Age	
		Male	Female	18-24	25-30
Frequently	20	16	23	19	22
Somewhat	18	19	16	18	17
Rarely	19	19	20	21	14
Not at all	26	26	26	27	22
Mustache					
Very Frequently	9	14	5	8	16
Frequently	12	11	13	11	16
Somewhat	12	11	13	14	6
Rarely	15	17	14	16	14
Not at all	51	47	56	52	48
Eating					
Very Frequently	11	11	11	9	20
Frequently	11	14	8	12	9
Somewhat	17	16	19	18	14
Rarely	20	19	21	20	17
Not at all	41	41	41	41	39
Living Styles					
Very Frequently	13	13	14	11	23
Frequently	13	15	11	14	9
Somewhat	22	19	25	23	17
Rarely	18	19	18	18	20
Not at all	33	34	32	34	30
Music					
Very Frequently	26	23	28	26	23
Frequently	26	26	27	27	22
Somewhat	15	17	13	13	20
Rarely	16	18	14	15	20
Not at all	18	16	19	18	14
Food Habit					
Very Frequently	11	15	8	8	23
Frequently	13	13	13	13	14
Somewhat	19	19	19	20	13
Rarely	17	17	18	19	11
Not at all	40	36	44	40	39
Drinking					
Very Frequently	11	11	11	9	22
Frequently	11	13	10	13	6

Category	Overall	Gender		Age	
		Male	Female	18-24	25-30
Somewhat	12	13	11	13	9
Rarely	18	16	21	20	13
Not at all	47	48	47	46	50
Festival					
Very Frequently	13	13	14	11	22
Frequently	16	13	19	16	14
Somewhat	15	15	15	16	9
Rarely	19	21	18	19	20
Not at all	36	38	34	37	34
Interior					
Very Frequently	12	14	9	11	14
Frequently	17	16	19	16	22
Somewhat	18	16	19	19	13
Rarely	18	21	15	19	16
Not at all	35	33	38	35	36
Beard					
Very Frequently	10	13	6	7	19
Frequently	8	8	8	9	6
Somewhat	11	10	12	12	8
Rarely	17	16	18	16	19
Not at all	54	53	56	56	48

Table showing the Percentage

The analytical review of the respondents' Adoption of Bollywood movies features reveals that overall majority of respondents (52%) adopt Music as compared to Hairstyle (40%) followed by Dialogue (40%) , Dresses (37%) , Festival (29%) , Interior Design (29%) , Living Style (26%) , Food habit (24%) , Drinking (22%), Eating (22%), Mustache (21%) and Beard (18%) , and. In Gender analysis there is no significant difference has been observed between respondent's categories in the adoption of the Hairstyle, living style,

Dialogue, Drinking Interior Design, and Dresses of Bollywood movies. In further analysis, data shows that male respondents more adopt Mustache (25%), Food Habit (28%), Beard (21%), and Eating (25%) as compared to females more adopt Festivals (33%) and Music (55%). In term of age analysis data shows that higher age group 25-30 more adopt Hairstyle (56%), Dresses (47%) , Dialogue (44%) , Mustache (32%), Food Habit (37%) , Eating (29%) , Living style (32%) , Drinking (28%) , Festival (36%) , Interior Design (36%) and Beard (25%) as compare to lower age group 18-24 adopt Music (53%).

Table 3. National Identity Crisis on Pakistan

Category	Overall	Gender		Age	
		Male	Female	18-24	25-30
Language					
Very Frequently	37	36	38	36	42
Frequently	32	31	32	34	20
Somewhat	13	12	13	13	13
Rarely	12	12	12	11	16
Not at all	7	9	5	7	9
Dressing					
Very Frequently	33	35	30	30	41
Frequently	35	33	37	36	28
Somewhat	18	18	19	20	14
Rarely	10	9	10	9	13
Not at all	5	6	4	5	5
Eating Culture					
Very Frequently	20	23	16	16	34
Frequently	20	20	19	20	19
Somewhat	28	26	29	30	20
Rarely	20	17	24	21	17
Not at all	13	14	11	13	9
National Heros					
Very Frequently	26	24	28	23	36
Frequently	24	28	20	23	27
Somewhat	17	18	16	18	9
Rarely	17	16	17	17	14
Not at all	17	15	19	18	14
Two Nation Theory					
Very Frequently	25	29	22	22	38
Frequently	21	23	20	22	19
Somewhat	24	24	25	26	17
Rarely	9	8	11	10	8
Not at all	20	18	22	20	19
National Symbols					
Very Frequently	20	24	16	17	34
Frequently	19	21	16	21	11
Somewhat	18	18	18	16	23
Rarely	14	9	19	15	13
Not at all	29	28	31	32	19

Table showing Percentage

The analytical review of the National Identity Crisis reveals that overall majority of the respondents (69%) Language more affected as compare to Dresses (68%) followed by National Heroes (50%), Two Nation Theory (46%), Eating Culture (40%) and National Symbols (39%). Gender analysis reveals that no significant difference has been observed in Language, Dresses, and National Heroes between male and female. Further analysis

shows that male respondents more affected by the crisis of Eating Culture (43%), Two Nation Theory (52%), and National Symbols (45%) as compared to females. Gender analysis shows that no significant difference has been observed in Dresses and Two Nation Theory. Further analysis shows that the higher age group 25-30 is more affected by the crisis of Eating Culture (53%), National Heroes (63%), and National Symbols (45%) as compared to the lower age group 18-24 (70%).

Table 4. Effects of Indian Movies on Army Image

Category	Overall	Gender		Age	
		Male	Female	18-24	25-30
Very Frequently	26	28	24	26	27
Frequently	15	17	14	15	17
Somewhat	14	16	12	15	9
Rarely	10	9	11	10	11
Not at all	34	30	39	34	36

Table showing the percentage

The Analytical analysis of Army Image shows that the overall majority of respondents feel that (41%) more affected frequently as compared to somewhat (24%). Gender analysis

shows that male respondents feel that (45%) are more affected as compared to female (38%). Age analysis shows that no significant difference has been observed between the lower age group 18-24 higher age group, 25-30.

Statistical Test

Testing Hypothesis 1

Table 5. Effects of Indian Movies on Interaction Pattern

		Correlation			
		with Parents	With Friends	With Family Members	With Co-Worker
Time spending of respondents	Pearson				
	Correlation		-.101	-.092	-.174**
	Sig. (2-tailed)		.071	.100	.002
	N		320	320	320

Correlation is significant at the 0.01 level (2-tailed).

This result of Statistics Test Correlation show that Time spending on Watching Bollywood movies significantly affect the interaction pattern with Parents, family, with friends; this

support the Research Hypothesis H1; the More the youth watches Bollywood movies they, the more their interaction pattern is affected with the social network.

Testing Hypothesis 2

Table 6. Effects on National Identities Crisis

Test Statistics						
	Language	Dressing	Eating Culture	National Heroes	Two Nation Theory	National Symbols
Chi-Square	112.781 ^a	114.438 ^a	18.813 ^a	12.938 ^a	25.906 ^a	19.469 ^a
Df	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.001	.012	.000	.001

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 64.0

This statistical test chi-square applies to test watching Bollywood movies and influence on Identities. This strongly support the research hypothesis.

H2; More the youth watch nationalist and motivated Bollywood movies then, the more they are influenced by Indian Language and Dresses.

Testing Hypothesis 3

Adoption of Indian culture

	Hair Style	Dialogue	Dress	Mustache	Eating	Living	Music	Habits	Food	Drinking	Festival	Interior Design	Beard
Watching Habit of movies	Pearson	.127 [*]	.235 ^{**}	.14 ^{9**}	.078	.14 ^{1*}	.22 ^{9**}	.24 ^{3**}	.107	.18 ^{1**}	.15 ^{7**}	.061	.14 ^{4**}
	Correlation												
	Sig. (2 tailed)	.024	.000	.008	.164	.012	.000	.000	.055	.001	.005	.278	.010
	N	320	320	320	320	320	320	320	320	320	320	320	320

The researcher also apply same test on the adoption of Indian Culture to verify the watching Habit of Indian movies and Adoption culture of India. Results also support 3rdresearch hypothesis, H9; there is significant Co Relation between the extent of watching Indian movies and the adoption of Indian cultural identities.

Summary

At last, keeping in perspective every last one of outline judgment from claiming discoveries What's more Investigation analyst reasoned that Indian motion pictures required extraordinary impact on Pakistani national personality. Young about our country a great part similar to Indian industry also their

motion pictures substance. With saving our personalities, it is imperative will Push our identity or society through motion pictures substance instead of Indian society. It will be suggestive that Pakistani networking will ban Bollywood motion pictures once link television. For available Pakistani film industry attempt with settle on a percentage news

motion pictures substance for their viewers be that unfortunately holders of the business at present Push Indian motion pictures as they use Indian motion pictures substance What's more adornments to motion pictures. As opposed makes motion pictures for which they push Pakistani personalities.

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