

## The Social and Cultural Impact of Movie

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### Abstract:

Cinematography play an important social and cultural role around the world because every country has story to tell about their past. Their culture now and views of what the future will look like through their eyes with the advancement of technology cinemas with the social events and since they started to be in the center of life because the ability to show and experience the audience, customs, habit , values, lifestyles and family structures also changed accordingly. In this study it is aimed to evaluate the social effects of cinema when the relevant literature in analyzed there is very close relationship between cinema and society. Movie can be important in terms of understanding social transformation socio-cultural, social-economic and political orientation and life styles of societies are the most effective means of reflation among art branches can be reflation in cinemas. Movies which reflected the society is both witnessing the period and its can be important in terms of shedding light on the future films have it in their power to exert important mechanism of social memory of the people the reproduction and preservation of its cultural identity has been art since the twentieth century. One of the most massive of its kinds is the cinematography. Cinema explores the customs, manner of living , tells about historical past of people helping him on the hand to better understand and know themselves and on the other hand contributing to the creation and dissemination if its image in the world.

Keywords – Cinematography, Social, Cultural transformation

### 1. Introduction

Movie also called film or motion picture is a visual art used to stimulate experience that communicate Ideas, Stories , Perception , Feeling , Beauty or Atmosphere by the means of recorded or programmed moving image along with inventor stimulations Thomas Edison was inventor of movies. The world's earliest surviving motions- picture film showing actual consecutive action is called round hay garden scene it's short film directed by French inventor louis le prince.

Movies as a lifestyle meets the expectations of individual and an important role in completing the missing aspects of their lives he can play movie beyond the reach that humanity has discovered presenting. Achieving the living condition character typing and dream history as an art that revels the mysteries of the subconscious in its realm people who can take their place are the way of life they dream of aspire to and it can easily find more in cinemas. Thus viewers developing today along with technology , individuals append their free time thanks to movie and television they can evaluate it at home cinema social the most prominent aspect in terms of the effect on attitudes is the effects of these

effects it has been seen that attitudes are in the direction of changing with this in attitudes together also on many issues of society it attitudes of individuals changes both in individuals own lives and in society he brought with him the ability to do it at the same time another area where viewers can be affected is social the role of the character and unorthodox role in movie created responsible abilities changes occurred in the sharing of social role it triggered a re-distribution of role in the family configuration especially some movies with violent content social behaviour social approval and socialization process are different consequences in this context the social relations of cinema and social description of its effects can be important. In this research movies writing on social implication it is intended to be mentioned.

## **2. Literature Review**

### **2.1 Movies and Social Effects**

Movies or films is a means of expression cinema with its own unique audio visual language it is a mean of transferring thoughts, emotions to others with this feature of cinema another to others are ex. Theatre, music, dance ,etc. it can also be used to transfer.

Movies is a means of communication in all corners of worlds, even in recent years by detecting events in our expanding universe by spreading to other planets with cinema we can spread it all over. Movie is an educational tool: image of cinema, he is one of most important assistant's information, experts, and researchers. Especially in all cases where my gains are involved. No other tool can replace cinema movies depends on both economic and political and cultural phenomena and these phenomena it can be one of the most effective means of transformation.

Movies can also influence these phenomena the good ,the bad in a society beautiful , engaging right and wrong but also in the cinema of this society the body posture of all the reflections of society that can be located in cinema you are able to receive cinema which is important reflection tool of the living society and the living period his testimony is both a projection into the future and a photograph of life it can be important to attract .

To summarize, a social phenomenon as movie both to enrich experience and these experiences it's seen as an important way to share people not just entertainment it can also providing thought in addition movies can have positive effects as well as negative effects can be found.

### **2.2 Positive impact of movie on society**

- Adjustment is struggling in every sphere of life diminishing discrimination in matter of color having sense of equality.
- Providing right for the women folk following say no to gender discrimination social behavior specially to children being generous our to inferior children bonding if sibling.
- Heroic acts: broadening outlook, helpful attitude.

### **2. Negative impact of movie on society**

- Addiction to alcohol, Becoming a smoker, Being vulgar and using abusive words.

- Becoming violent spreading terror, unsocial behavior.
- Imitating on screen behavior, Criminal activities

### 2.4 Impact of movies on children on youth

Parents are in a dilemma when its come deciding what films they should allow their children to see. For decades anecdotal and scientific research has shown the harmful effect of children of movie. The four main effect are aggression, desensitization, fear and negative messages. Today we can see that the youth also got into the habit of smoking like Shah Rukh Khan. The youth found themselves very proud to smoke like these superstar.

### 2.5 Impact of movies on culture

- Wedding planners doing wedding based on famous movies.
- Filmy food counters and invitation cards based on movie script.
- Comedians, musicians, actress perform at wedding this helps in creating a sub industry for these performances. Film stars attend wedding now a days on payment of a fee
- Wedding are not complete without a sangeet dance party Bollywood music is played during these functions choreographer make their earning due to these functions.

### 2.4 Methodology:

Research work in qualitative with based on article reading. The aim of writing this article is to put up an argument that how much movies impacts on youth, society, culture.

### Conclusion

The significant function of cinema has always been ideological. Movie plays a big role in the formation of socio-cultural identity it is aimed at creating an ideological image has very big impact consciousness also movie and have a psychological effect on a person good films teach people to love and respect each other give them new ideas and make them think about the think they have not thought about before.

Under its influence a variety of unique feeling can arise a full length film or whole TV series can course a smile or tears. Joy or sadness. Excitement or a sense of peace of mind cinema can change the inner state of a person his character. Behaviour and even habits. Nowadays there is no real doubt that the movies have become a powerful force in contemporary life.

We can't imagine our life without cinema besides pleasure and opportunity to relax and forgot our everyday troubles it gives us a lot of useful information cinema is a new art but also it is very popular entertainment nowadays.

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