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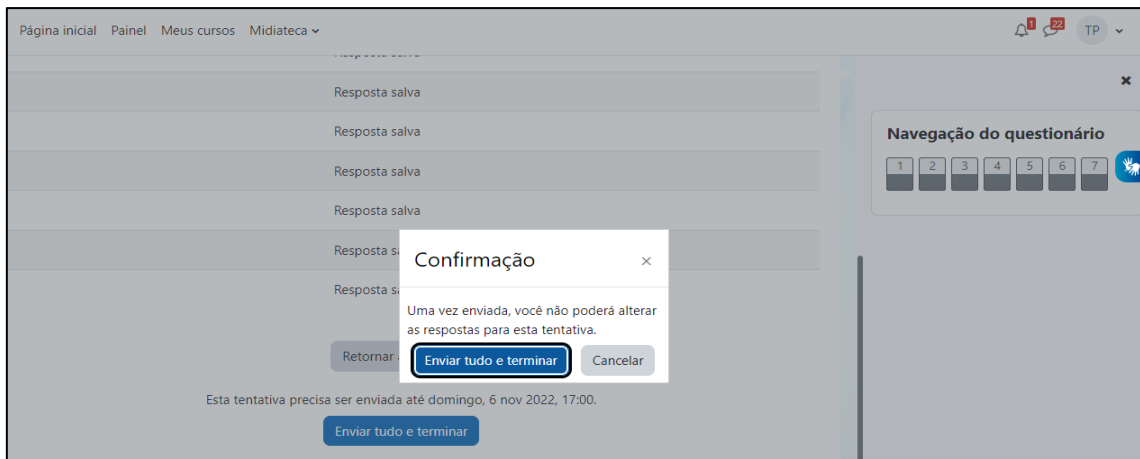
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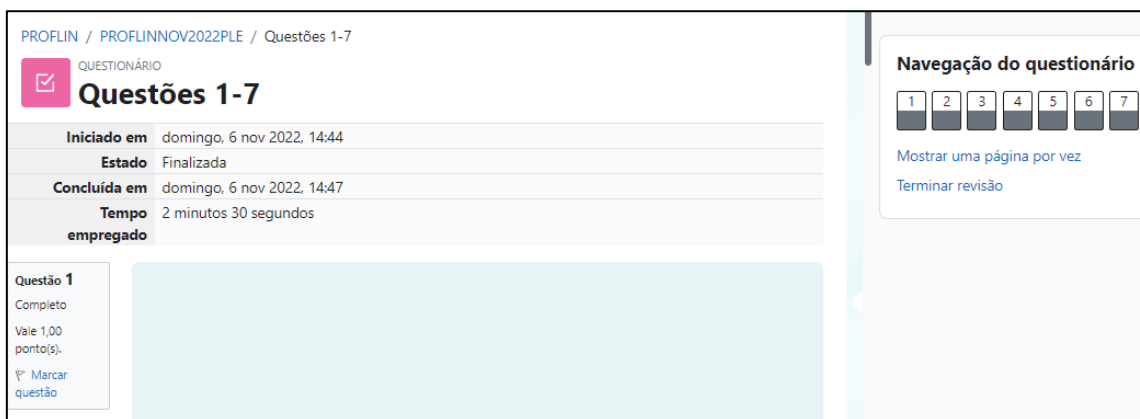
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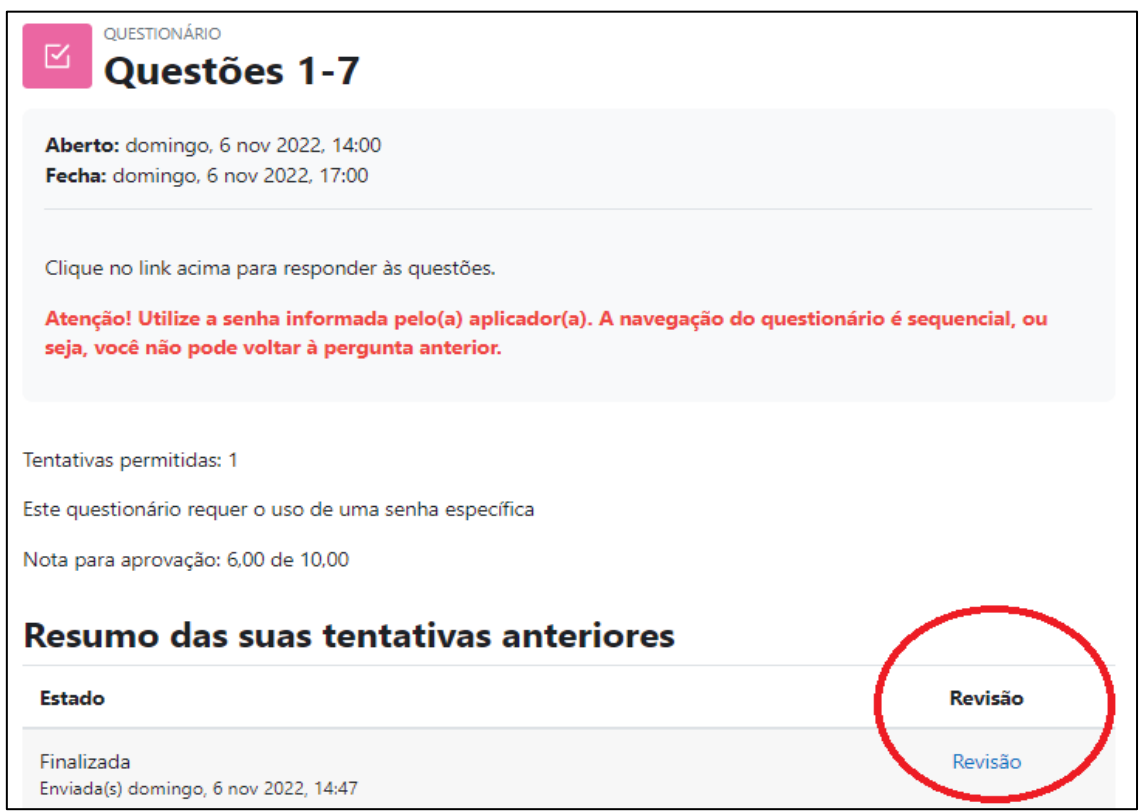
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ACADEMIC PAPER

WILEY

Impact of Indian cinema on culture and creation of world view among youth: A sociological analysis of Bollywood movies

Subhra Rajat Balabantaray 

Department of Economics and International Business, School of Business, Kandoli Campus, University of Petroleum and Energy Studies, Dehradun, India

Correspondence

Subhra Rajat Balabantaray, Department of Economics and International Business, School of Business, Kandoli Campus, University of Petroleum and Energy Studies, Premnagar, Paundha, Dehradun, Uttarakhand 248007, India.

Email: subhrrajat@gmail.com

The purpose of this paper is to document the impact of movies/cinema on Indian culture and to investigate the ongoing cultural transformations that have happened over a point of time in India owing to the contributions made by Indian cinema. Moreover, an attempt is made to understand how Indian movies have initiated various changes with regards to thought process on one hand and lifestyle on the other. A purposive sampling of 20 young individuals from various universities were selected. Methodology adopted is qualitative in nature, based upon structured and in-depth interviews which enabled the respondents to opine regarding their understanding of the change. There has been changes with regards to the institutions of marriage and instances of live in relationships have come of age and there has been a constant and continuous shift from joint families to nuclear families. Elaborating on the changes in the cultural practices; preferences have changed with regards to food habits, clothing, choice of career options and belief system. The distinctive contribution of the present paper is to offer an understanding of the impact of movies on Indian culture especially on the youth extracting information from the structured and in-depth interviews. This paper also tries to document the behavioral changes in the youth as a bi-product of films. Moreover, the present study attempts to view youth from cultural film theory perspective for India in general and on youths in particular.

1 | INTRODUCTION

Bade Bade Deshon mein Aisi Choti Choti baatein hoti rehti hai, Senorita!

Said Raj to Simran, in the ever-famous love story of 1995-Dilwale Dulhania Le Jayenge. Ever since, whenever something unexpected happens to any of our friends, at least once, we have used this dialog to them in order to console them because we have developed an understanding that whatever/however problematic the situation might be, it will eventually fade away thereby bringing joy and happiness. This creates a mind-set that all will be well at the end, can be attributed to the role played by the Bollywood movies in shaping, reshaping and manipulating our worldview. Understanding develops through the things individuals see, observe, witness and experience; Indian cinema clearly plays that part which happens to put things in order at the end.

Human beings are so very conditioned to believe that all is well that ends well, manipulates us to believe that everything will fall in place right at the end and the same is depicted in almost all the Bollywood movies. However strenuous and difficult the journey might be for the positive characters, but always it ends with – HAPPY ENDING, thereby manipulating the thought process and making individuals believe that everything will fall into place at the end. Similarly, there are various aspects in lives of individuals where they tend to believe that they can replicate the happenings in the movies thereby trying to emulate the characters depicted in the movies. This is because of the fact that we as individuals tend to associate ourselves with the characters of the movies.

Movies happen to be the most influential tool of communication (Abbas & Zohra, 2013; Itoo & Nagar, 2017) and society happens to learn a lot of things from films (Ghosal, 2018).

1.1 | Conceptualizing culture

Oxford Learner's dictionary defines culture as the customs and beliefs, art, way of life and social organization of a particular country or group. The word culture has its origin from a Latin word "cult or cultus" which meaning tiling, or cultivating or refining and worship. It includes every aspect of our lifestyle: the food we eat, the clothes we wear, the language we speak, the God we worship. It includes everything. "Sanskriti" is the Indian word, which can be associated with the word "culture." It represents a set of shared attitudes, values, goals and practices. Culture and creativity manifest themselves in almost all economic, social and other activities. A country as diverse as India is symbolized by the plurality of its culture. It is transferred from generation to generation and includes all the material and non-material factors of group life such as art, sculpture, dance, music, architecture, philosophy, science and religion.

Tylor (1871) in his book *Primitive Culture* has defined culture as "that complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society." Culture is the way of living and India is home to multiple cultures. Culture is associated with everything we do in our daily life, and it is not possible to exist without culture. It includes belief of a group of people regarding particular materialistic or non-materialistic aspects. It acts as a glue between the units of population. Cricket, festivals and Bollywood are the essential binding forces, which bring together the culturally diverse population of India. Basic human values like differentiating between right and wrong, affection, respect, love, tolerance are inherited due to the culture and this showcases the importance of culture for sustenance. It guides and gives us meaning to life. It provides us with standards to lead a decent life. A person who deviates from the culture of the group, which he belongs, is often called as uncultured.

1.2 | Depiction of Indian culture by Bollywood

India is home to a voluminous population, which stood at a staggering figure of 125.03 crores (as per 2011 census) and has reached approximately 138 crores approximately (based on latest United Nations estimates) in 2020. Owing to the vast population, India is extremely heterogeneous in terms of the cultural traits possessed by the people. Every element of the population may it be an individual or a community as a whole have different set of values and cultures imbibed in themselves.

The central question that needs to be addressed is that whether Bollywood affects culture or is it the other way round. There are also deliberations on a third possibility of both influencing each other to a certain degree and extent. In the subsequent section, the focus will be on the relationship between culture and Bollywood and to understand the changing pattern of Indian culture/ cultural practices owing to Bollywood movies.

Bollywood movies are a great source of information of the diverse culture of India. In movies like *Dedh Ishqiya* (released in the

year 2014) have shown the culture of Lucknow which happens to be the city of *nawabs*.¹ In films like *Gunday* (released in the year 2014), *Kahaani* (released in the year 2012) and *Piku* (released in the year 2015), one can witness the classic depiction of beautiful depiction of Bengali culture. These movies have shown peculiar architecture of Kolkata. Actresses featuring in white sari with red border draped in a unique Bengali style tell us about the dressing style in Bengali culture which is specific to Bengalis and unique in its own sense. Durga Pooja, which is celebrated festival in Kolkata, as is shown in *Devdas* (released in the year 2002). In *Khoobsurat* (released in the year 2014), the filmmakers have shown the alluring forts and tourist places of Rajasthan. *Raees* (released in the year 2017) set up in Gujarat, represents the festival of *Uttarayan*.²

Films are responsible for portrayal of architecture, music, dance and traditions of different regions of India alongside the complex processes of globalization, modernization, nationalism and other important terms which in technical language people are not very much aware of. On considering Indian films, the filmmakers have promoted westernization, the emancipation of women, caste related problems, the rights of the minorities and most importantly the relationships between Hindus and Muslims. Even aspects like fashion and lifestyle have played a central role in Indian society, which generated awareness and have influenced public opinions on issues like drugs, violence and sex.

2 | THEORETICAL FRAMEWORK AND REVIEW OF LITERATURE

Mittal, N. (2013) studied Indian movies specifically Bollywood as important means in promoting various destinations like Europe, New Zealand, Scotland, Spain, London and USA. It also talked about the tourism across the Indian border, which is on rise. Movies have acted as a tremendous source because of which the outbound tourism to these countries have continued to be on rise. Bollywood movies influence viewers largely. The research also specially refer to the movie *Zindagi Na Milegi Dobara* where the European country, Spain has been beautifully featured and the huge success of this movie led to more number of Indians traveling to Spain to visit the destinations showcased in the movie. The findings of the research also indicate that more number of Indians prefer traveling to foreign destinations than domestic destinations and this trend has increased over the past few years. The research article depicts the importance of film tourism and the role played by Bollywood movies in attracting tourists to undertake travel abroad.

Hudson, Wang and Moreno Gill (2010) studied about the formulation of views and opinions related to different countries through movies. For this experiment, the movie chosen was *Motorcycle Diaries* in which South America was featured. The respondents were made to watch the movie and a study was conducted on their perception after watching the movie. The respondents were from different countries and they showed a strong desire to travel to South America after watching the movie. An analysis was also done to find out the

factors that attracted the viewers toward the place. A major drawback of this paper was that the study was restricted to one place and one movie.

Josiam, Spears, Dutta, Pookulangara, and Kinley (2014) focused on determining the popularity of European destinations among the audiences through the means of cinema. The findings of the study indicated that there has been a strong influence by Bollywood movies in choosing Europe as a preferred holiday destination. A survey was carried out among 670 respondents as a part of data collection. The top movies representing European destinations were identified. After watching the Bollywood movies the most sought after destinations were identified through the survey. It was also acknowledged that the tourist arrivals to certain destinations increased after these destinations were showcased in the movies.

Rewtrakunphaiboon, W. (2011) conducted a study based on cultural tourism through cinemas. This paper revolved around the benefits of film tourism and how a new place could be promoted effectively through films. Some popular movies such as *The Lord of the Rings Trilogy*, *Captain Corelli's Mandolin* on the Island of Cephalonia in Greece and *Notting Hill* had great impact on the destinations where they were shot. The study projected the result that the strategy of film tourism has been adopted successfully by nations like US, UK, Korea. It also concludes that the popularity of the tourist destination is proportional to the success of movie in the global and domestic market. Thus, deriving that film play a vital role in the process of decision making in choosing tourist destination.

Film theory is an approach to think about the components of the movie and it documents how movies affects/is affected by the individual viewer as well as society as a whole. Cultural film theory focuses on how films reflect the culture in which they are made with a goal of understanding how meaning is constructed in a society's social, historical, political, economic, and religious context. On the agenda for understanding film or television as culture is addressing the question of how spectators and social audiences comprehend, respond to, and interpret cultural texts and events (Staiger, 1992).

Abstract film theory, derived from Marxist theory argues that films are based on ideas because they are created to represent reality. Impact of films of individuals is to such a greater extent that people start assuming that whatever pictured in movies are true and real, thus, forming stereotypical images about specific culture. Movies are important source for the formation of stereotypes and prejudices against people of different regions and religions. Thus, movies are not created in isolation but is an art form as it inhabits a common expressive culture, which constitutes of tradition, cultural memory and indigenous modes of symbolic representation (Singh, 2007).

Indian culture is as old as existence of civilization. Societal norms and regulations are formulated at different phase of history. India has a very idiosyncratic culture. Indian culture does not only constitute of various art, architecture, dance, music, language but also Indian beliefs, values and traditions. Indian culture is exhibited through age-old epics like *Mahabharata* and *Ramayana*. They are mythical stories with gods, heroes, demons and devils, cruel people. The concept of women being "*Pativrata*"³ has originated from mythological epics like *Ramayana* and *Mahabharata*. Culture of India has always been dominated by patriarchal construct. This has been evident by observing that the status of

women has always been secondary to men despite of concepts of equality, justice and liberty enshrined in Indian Constitution. Indian Cinema, since its origin has not only showcased the subordinate position of women in Indian society but also has objectified women and promoted in portrayal of Ideal image of women who nurtures, cares and serves her family selflessly. Social issues, historical events are reflected in Indian Cinema. Recent film like *Kedamath*, *Kesari*, *Uri* – The surgical attack, dealt with historical event that have been of great importance and must be known to all the Indian citizens and a matter of pride for everyone. Various studies have outlined the effect of Bollywood on various aspects; portrayal of Kashmiri Muslims in Indian movies (Abbas & Zohra, 2013), vehicle for articulation of nationalist ideology, effect of Indian sports on sports movies of India (Ghosal, 2018). construction of a destination image (Itoo & Nagar, 2017).

But some films are only for entertainment purposes. One's passion for films can shape the way he thinks, behaves and feel within a society (Jain, Lata, Goyal, Khandelwal, & Jain, 2015; James, 2016). The movies shape people's thoughts and life as mentioned above, while the audiences are moving to perform like the characters or to be in the situations within the movies. Movie is a worldwide cultural influence, it is important in shaping visual perspectives. (Maisuwong, 2012). Movie is a mass culture product, they are designed to please undifferentiated audience. (Garth Jowett, 1980).

3 | METHODOLOGY

The present study conducted is basically qualitative in nature. The sources of data were from both primary and secondary sources. The primary sources of data included information extracted from the respondents on their perception of the changing aspects of culture as an influence of the movies. Purposive sampling was used as the sampling framework for collection of information. Moreover, the study has tried to analyse various Bollywood movies in trying to understand their impact on the mind set of the individuals.

4 | SAMPLE CHARACTERISTICS

The sample size selected for the study was deliberately kept at a lower number. Since, the study focused mostly on the analysis of the movies, some questions on the perceptions were asked to the respondents. The respondents were 20 in number belonging to the age group of 18 to from across various Universities. The sample was chosen in a deliberate manner to have an understanding of the perception of youth of the Hindi movies on Indian culture.

5 | FINDINGS AND DISCUSSIONS

5.1 | Impact of movies on clothing and fashion

Clothing is viewed as a means of differentiating between class, caste, religion, region, ethnicity and westernized culture (Singh, 2007). The

best example is, Muslim characters are depicted as wearing pathani suit with Kufi which is traditional Islamic cap. White gown with a veil worn by women during marriage ceremony which shows Christian tradition. The few films featuring urban characters were inspired by European fashion, with dapper suits for the men and elegant sarees for the likes of Meenakumari, Nargis Dutt, and Suraiya. Puff sleeves were in fashion and women on screen were depicted as wearing pants for the first time. (Siddiqui, 2016). Anarkali style of suit which was introduced in *Mughal-e-Azam* (released in the year 1960) is still popular trend observed among women clothing in India. Not only clothing, but also hairstyle, "Sadhna Cut" the fringed hairstyle, is till date called the same in honor of the actress Sadhna who publicized it and famous among females.

From the Madhubala-inspired iconic Anarkali from *Mughal-E-Azam* to Aishwarya Rai's much-talked-about intricately embroidered saris with kundan and stone work in *Devdas*, from Madhuri Dixit's unusual green choli and white lehenga in *Hum Aapke Hai Kaunto* to Kajol's superhit golden bridal lehenga with heavy zardosi and threadwork for the final scene in *Kuch Kuch Hota Hai* (1998) (Das, 2016).

Kuch Kuch Hota Hai (1998) boasted brand consciousness and promoted casual sportswear. Shah Rukh Khan's orange GAP hoodie and Kajol's DKNY tees, now within reach, became a must-have for many college boys and girls with aspirations toward being "cool." Cheap copies flooded street markets for the less-privileged. Fueled by the pursuit of larger markets and mega-profits, diasporic influences on fashion and style began to filter into the movies. (Das, 2016). Every girl dreams of her wedding dress to be as glossy as shown in Bollywood movies. Copies of outfits, which are available in inexpensive rates, are a proof of demand of such styles. Sarojini Nagar market of New Delhi is a popular place where young college girls visit in order to get cheap, trendy clothes. Bollywood actors and actresses are trend setters and have a great influence on lifestyles of people.

5.2 | Racism and body shaming

Bollywood also adverse effect and it encourages body shaming where people either thin or fat are made fun of. Bollywood perpetuates the idea that fair skin is better than the dark skin and in most of the films, the main lead of the films are usually fair. With advent of globalization and modernization, western outfits have become an integral part of Indian dressing style. Suit salwar, Sarees are traditional Indian wear. Bollywood portray females in suit salwar as innocent and dumb. Often termed as "Behen ji" and the one in western outfit is modern. In Aisha (2010), Sonam Kapoor who plays the role of main lead, Aisha is a self-styled event manager who turns into a match maker for a innocent village girl. She, then transforms the village girl into modern girl who wear western outfit and have short hair is perfect. She tries to fit her into the world of modern girl. Bollywood portrays girls in ethnic wear as "Behen Ji" types. Thus, we can see the effect in rural India also where girls now wear more of western outfits in order to look modern.

5.3 | Language (English) as a style statement and symbol of modernity

Bollywood depicts Indian who do not know English as illiterate, dumb and a theme for comedy. The movie *English Vinglish* has the character of a small entrepreneur (Sridevi) who does not know English. English as a language is so much given significance that her own daughter in the film is embarrassed about the fact that her mother is unable to speak English and thus, she is not respected and looked upon because of this fact. Later in the movie, Sridevi visits her sister's place in USA where she learns English and then, her family members; her daughter and husband start to respect her and feel that what they did was wrong. People who know English are given prime importance, as it is one of the global languages and it has become a part of trend. A modern person speaking in Hindi is not desired in Indian society and it has become a class statement and people are judged based on knowledge of English.

5.4 | Changes in the institution of marriage and changing family structure

Joint families are traditionally prevailing in India from a long period of time. But with the emergence of globalization and modernization, people started to move from idea of Joint families to Nuclear Families. Sinha in his book, *Dynamics of change in Modern Hindu Family* talks about a study conducted by Orenstein and Micklin (1960), observed that Indian family household size remained similar from 1911 to 1951 but after this period there was a breakdown in the culture of Joint Families. People started to move from joint families to nuclear families (Sinha, 1993).

Society consists of various institutions like family, marriage, and so forth which acts as regulating bodies in the society. Marriage is an important pillar in any society. Even though India is culturally diversified country, one of the common feature in every society is marriage. Arranged marriages in India has been followed from ages. In arranged marriages, parents or relatives find the correct match for an individual and plans their marriage. In Bollywood, The most common feature is of love. There is depiction of romantic relationships in Bollywood. It is often showed that arranged marriages are often complicated and based on authority and coercion. Due to portrayal of love marriages to be better than arranged marriages.

5.5 | Disintegration in the concept of family after marriage: Emergence of live in relationships

In almost all the societies, having relationship without marriage is often considered as unethical and inappropriate. Bollywood propagates the Idea of Live-in relationships which is a western concept and does not belong to Indian culture. There is a popular idea prevailing in youngsters that there is no need for marriage for living together. OK Jaanu (2017) is a story of Tara (played by Shraddha Kapoor) and Adi

(played by Aditya Roy Kapoor) a young couple who are in a live-in relationship. In reality, such relations are highly criticized as live-in relation is not a part of Indian culture. Young couples now have developed a point of view that marriage as an institution is just a tradition and formality. Indian Cinemas narrowly provides a direction to relations. There are movies showing this idea that a girl and a boy can never remain friends. There comes a point when both start to fall for each other. For example: *Jaane Tu Ya Jaane Na* (2008). Indian cinema has streamlined the thoughts of gender relations in which relationship between male and female is only seen through the lenses of romance and intimacy.

This paper does not glorify the coerced upon system of having a family after marriage nor it tries to present the idea of live in relationship in low light. The entire attempt is to understand the kind of changes that have occurred in various institutions in the society.

5.6 | Effect of Bollywood on dance forms and music

India has had a rich tradition of music and dance and they are an integral part of narrative expressions. Mainly, Indian tradition relies on oral tradition mainly to create images and this trend has been encouraged by producers and film makers while creating a story (Thoraval, 2000). Music, dance & songs are major source of entertainment in cinema irrespective of the composition of viewers. The songs act as a medium to portray the story and make it engaging for the audience. It acts as a medium for declaration of emotions like love, hatred, sadness, happiness. It connects the audience with the movie and often portrays about the happenings in the story which have happened or may happen (Thoraval, 2000).

In earlier Bollywood films, the style of dancing was derived from the classical art forms of Bharatnatyam and Kathak. However, in recent trends, Due to globalization we can see Bollywood dances have been influenced by various dance forms around the globe: Hip hop, Jazz, Ballroom Dance and other western dances. Not only the dance style but also the frequent costume and locations change are elements of west. (What is Bollywood?) Thus, there is little craze for classical dances among the youth. Ballroom dance is famous partner dance and is famous among the couples. Some of its steps are famous and popular. People, when asked to do a couple dance and seen doing those steps. Such is the impact of Bollywood.

Music is an integral part of Indian culture. There are two distinct of music: Carnatic music and Hindustani music. In earlier times, elements from Carnatic and Hindustani music were used. Calm and peaceful songs were composed. Music in Bollywood is greatly influenced by Western Music. If music of last two decades are observed, they are of Indian pop music. They contain rap songs which originally originated in America. In Times of India of 20 best movies of 2017 of Bollywood, six movies contains at least one rap song. (Times of India, Best Bollywood movies of 2017).

5.7 | Public display of affection

India has been a closed society in terms of expressing love publicly. Showcasing love in public has always been criticized largely and scene as action of obscenity which is against the Indian Culture. Even before the independence, the censor board was loyal to the king and kissing was allowed in the foreign imports but in Indian productions it became a taboo. Post-Independence, scenes showcasing the feelings of love and intimacy reached an absurd levels with shot of goldfish floating and moving toward each other, startling effect of a fountain bursting forth the moment two lovers came close.

In Bollywood movies, the couples are shown romancing in public places like parks, colleges, and so forth. They are shown holding hands, hugging each other and also sometimes kissing each other. In reality, this is now being observed in colleges and other public places. Colleges of Bollywood movies are often shown as places where students have fun, sing, dance but do not study. Thus, creating this view in teenager's mind who are entering college life that life in college is all about fun and adventure. Public Display of Affection is now a popular concept in India especially among youth. Bollywood plays a significant role in promotion of this fact. Young people often feel it is okay to express their love for their loved ones in public but it is not acceptable in country like India. Recently, two 12th class students of Kerala were suspended because they were caught hugging in public place. This is the kind of difference between the thoughts of today's youngsters and the age old prevailing cultures, traditions and values.

5.8 | Glorification of consumption of toxicants

Bollywood shows alcohol consumption as a style statement or a means to overcome failure in lives. These failures include: Love failures, failures in professional life, crisis in personal life, and so forth. In M. N. Srinivas's Theory of Sanskritization (1950s) it was observed that the lower caste people imitated the higher caste people in order to get equal treatment or feel equal with the upper caste people. Similar trend can now be observed among the people of India. Youngsters try to imitate the characters of the movies with whom they find several things in common. In most of the movies, Bollywood shows the people who drink and smoke as "cool dudes."

Teenagers start to drink and smoke at the age of 15–16 years in order to prove themselves superior in their friend circle and also to look cool. The depiction of concept of Women empowerment can be questioned here as in most of the films, an independent woman smoke, drinks. In Bollywood movies, no celebration is complete without alcohol and it has shown that in college life is essential to get drunk and enjoy life. It is the means to have pleasure in life. It can be observed in real life that people who are upset, depressed, broken heart or extremely happy, they choose alcohol as the ultimate solution to their problem.

5.9 | Violence and false portrayal of heroism

Bollywood has its influence in every nook and corner of the country. In movies, generally, heroes are shown to be physically strong and to indulge in fights and violence resulting in the promotion of violence and rude behavior. Movies have the power to shape behavior, thoughts and feelings. Over the years, there has been slow transformation in how the hero of the movie is projected. Many action films based on these themes are *Sholay*, *Rowdy Rathore*, *Dabangg*, *Singham*, and so forth. When talked of violence, it is hard to ignore the character played by Amitabh Bachchan of "Angry Young Man" during 1970s who was himself in emotional turmoil and was burning in flames of revenge. *Sholay* is a classic example of this genre (Kapoor, 2013). The movies not only have an impact on the audience but also the actor playing it. *Bandit Queen* (1994) directed by Shekhar Kapur had so much of violence that the lead actress Seema Biswas took 6 months to be back to normal (Kapoor, 2013).

Aggressive cues theorists point out that watching violence on screen does not always mean that we will turn violent and aggressive but it increases the chances of happening so. (Mehraj & Akhtar Neyaz Bhat, 2014) It is essential to realize that movies as a passion for people promote violence similar to any other aspect of lifestyle: Fashion, hairstyles, and so forth. This area lacks researches and studies which evaluate the impact of Bollywood on people's behavior. But few studies suggest that they tend to have short-term impacts. Researches have shown that watching violent films result in violent behavior and turn people more aggressive (Perry, 2014). Not only does it promote violence and aggression but sometimes also gives ideas for ways to commit crimes. Impact of such hazardous things is more on adolescents as compared to grown-up men as they are in the phase of shaping their behavior and world view. Thus, violence after becoming a part of behavior is harder to get rid of and affects all the spheres of lives.

5.10 | Depiction of LGBTQ in poor light

Bollywood has been insensitive toward the community of homosexuals. Homosexuality has been a taboo in India until today's time when Article 377 has been a much-needed breakthrough in Indian society. Homosexuals are often pictured as a separate part of the community due to the cultural built of India. Homosexuals have never been included in the society but have always been seen as a separate entity. Bollywood promoted this by depicting them in a separate manner. As in *Dostana* (2008), *Student of the Year* (2012), *Humpty Sharma ki Dulhania* (2014) displayed homosexuality as a comic element. It is hard to find any Bollywood movie which has a homosexual protagonist. Bollywood has always played a vital role in construction of stereotypical images of homosexuals. Example: Fashion Designers in Bollywood movies are shown as homosexuals as done in movies like *Partner* (2007) and *Fashion* (2008). This observation was made in a video of Desimartini, a channel on YouTube. Bollywood has not only promoted the stereotypical image of LGBTQ community but also has

made negative views in association with it as in movies like *Welcome* (2007) and *Heyy Baby* (2007).

Although, homosexuals in the industry are vocal and open about their sexual identity. One of the eminent homosexual personalities is Karan Johar, although he has never officially come out as gay. Few movies in Bollywood like *Fire* (1996), *Girlfriend* (2004) and *Aligarh* (2016) have tried to bend rules but have rather become a subject of controversy. These movies received a huge amount of public backlash due to stereotypes which have prevailed in the society related to homosexuals which resulted in a decline in such bold films questioning the prevailing societal taboo but rather led to an increase in homosexuality-related jokes. Even now, it is a long way to imagine such films even though the change has begun. Acceptance and appreciation of movies like *Padmavat* (2018), *Margarita with a Straw* (2014) shows the initiation of the much-needed change in Bollywood.

6 | CONCLUSION

Sundaram (2012) has opined that bulk of the Tamil movies tend to be regressive influence on the society and youth in particular. Moreover, there is a higher degree of commodification of women (Sundaram, 2012). Various studies have outlined the influence of movies on Indian culture. It's not only the Bollywood movies but also the Hollywood movies play a significant role in creating an impression among the minds of the young generation. From the above sections it is aptly clear that movies tend to influence the minds and thought process of people. It is not the fact that the younger generation are susceptible to it rather it's the entire India which is thus being influenced by the movies. The influence movies create is seen in the changing patterns of behavior by the members of the society.

It should not be assumed that Bollywood movies create a negative impression on Indian culture. However, the whole idea of the paper was to demonstrate how subtle changes are introduced in Indian culture through Bollywood. Whether the changes are positive or negative is the reader's intellect to decide and judge. To sum up it can be said there are pertinent changes being witnessed in Indian culture as an outcome of the deep impact created by the movies. Change is the only unchangeable law of nature. So in consonance with that culture is also not static in nature it also keeps changing.

There have been numerous instances where various movies have faced several degrees of protests by various fundamentalist groups; with an idea that movies have a direct attack on Indian culture with completely destroying cultural ethos of India or at certain points show Indian culture in poor light. However, there is another angle to it where it is politically motivated as well. In order to ensure political sustainability and survival the political vendetta creates ruckus at times. Cinema is observed as a powerful medium of information, education and entertainment results in process of opinion building in various social groups. Impact of films are damaging for society and morality.

Considering the deep impact and impression Bollywood movies create in the minds of the young generation, the need of the hour is to

have a proper policy to safeguard the same and ensure the kind of movies screened do not have any content that can have a far reaching negative impact on the nascent minds.

ORCID

Subhra Rajat Balabantaray  <https://orcid.org/0000-0002-7693-0402>

ENDNOTES

- ¹ A native governor during the time of the Mogul empire or a Muslim nobleman or person of high status.
- ² Kite festival.
- ³ A Hindi term used to refer to an extremely loyal wife.

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AUTHOR BIOGRAPHY

Dr. Subhra Rajat Balabantaray has a Ph.D in Sociology from University of Hyderabad. Having teaching experience of 4 years, he teaches in the Department of Economics and International Business at University of Petroleum and Energy Studies. He is also actively engaged in field research for past eight years and was involved in various national and international research projects.

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Questão 1

Não respondido

Vale 1,00 ponto(s).

Com base nas considerações feitas pelo autor do texto sobre Bollywood e a cultura indiana, analise as afirmativas abaixo:

I – Os filmes de Bollywood concentram um grande número de informações sobre a cultura indiana.

II – Apesar de ter uma vasta população, a Índia preza por ter uma cultura unificada.

III – Em muitos dos filmes de Bollywood nota-se uma ocidentalização dos costumes e uma tendência à revisão de valores indianos.

IV – A emancipação feminina ou mesmo a discussão sobre direitos das minorias são temas relevantes para a cultura de Bollywood.

V – A pouca repercussão dos temas retratados pelos filmes de Bollywood comprova que os valores indianos se mantêm inabalados.



Escolha uma opção:

- ☐ Apenas as afirmativas I, III e IV estão corretas.
- ☐ Apenas a afirmativa III está correta.
- ☐ Todas as afirmativas estão corretas.
- ☐ Apenas as afirmativas I e V estão corretas.

Questão 2

Não respondido

Vale 1,00 ponto(s).

Uma das características mais marcantes trazidas pelo texto, no tocante à dualidade língua/linguagem no contexto indiano, é o fato de:

Escolha uma opção:

- ☐ Jovens falarem hindi ser um aspecto negativo na cultura índia contemporânea.
- ☐ Bollywood incentivar viagens de intercâmbio aos EUA para se aprender inglês.
- ☐ Indivíduos necessitarem aprender a língua inglesa para terem o respeito de suas famílias.
- ☐ Indianos que falam a língua inglesa serem alvo de preconceito.

Questão 3

Não respondido

Vale 1,00 ponto(s).

Quando o autor menciona temas como racismo, consumo de álcool e sexualidade, é **INCORRETO** afirmar que:

Escolha uma opção:

- ☐ Em Bollywood, a ideia de se priorizar a cor clara para personagens mais nobres é facilmente perceptível.
- ☐ A sociedade indiana tem se mostrado receptiva quanto àqueles que se assumem gays ou lésbicas motivados pelos filmes de Bollywood.
- ☐ Os filmes de Bollywood tornam os espectadores mais agressivos e geram ideias de como se cometer um crime.
- ☐ O público indiano espelha-se nas ações dos personagens ao ingerir álcool para tentar mitigar suas decepções.

Questão 4

Não respondido

Vale 1,00 ponto(s).

Analise as afirmativas abaixo, com base no que o autor discorre sobre a música e a dança na Índia e em Bollywood:

I – A música e a dança representam uma parte importante no cinema indiano.

II – A música indiana incorporou muitos elementos do ocidente nas últimas décadas.

III – O gênero rap tem estado presente em muitos dos filmes mais expressivos de Bollywood.

IV – A música tem o papel fundamental de conectar o espectador ao tema das histórias contadas nos filmes de Bollywood.

V – No passado, as formas musicais indianas eram específicas e derivadas de gêneros clássicos.

Escolha uma opção:

- ☐ Apenas as afirmativas I e V estão corretas.
- ☐ Apenas as afirmativas I, II e III estão corretas.
- ☐ Apenas as afirmativas I, III e IV estão corretas.
- ☐ Todas as afirmativas estão corretas.



Questão 5

Não respondido

Vale 2,00 ponto(s).

De acordo com a visão do autor e suas reflexões, discorra sobre as definições de cultura presentes no texto, e como essas definições são diluídas na cultura indiana, mais especificamente em Bollywood.

**Questão 6**

Não respondido

Vale 2,00 ponto(s).

Há, no texto e na visão do autor, no mínimo duas tendências antes inexistentes que passaram a figurar na cultura indiana, especialmente no que tange ao comportamento da geração mais jovem, influenciadas pelos filmes de Bollywood. Aponte pelo menos UMA dessas tendências e discorra sobre ela, baseando-se nos argumentos no texto.

Questão 7

Não respondido

Vale 2,00 ponto(s).

O texto traz a palavra/expressão "cool" em dois trechos:

- *Shah Rukh Khan's orange GAP hoodie and Kajol's DKNY tees, now within reach, became a must-have for many college boys and girls with aspirations toward being "cool."*
- *In most of the movies, Bollywood shows the people who drink and smoke as "cool dudes."*

Em que sentido essa gíria contemporânea está sendo empregada e com que motivações e tendências abordadas no texto ela se relaciona? Elabore.



PROFLIN DE 2023
INGLÊS
HUMANIDADES

TEXTO-BASE: Balabantaray, SR. Impact of Indian cinema on culture and creation of world view among youth: A sociological analysis of Bollywood movies. *J. Public Affairs*. 2022; 22:e2405. <https://doi.org/10.1002/pa.2405>¹

QUESTÕES OBJETIVAS:

QUESTÃO 1:

Enunciado:

Com base nas considerações feitas pelo autor do texto sobre Bollywood e a cultura indiana, analise as afirmativas abaixo:

- I – Os filmes de Bollywood concentram um grande número de informações sobre a cultura indiana.
- II – Apesar de ter uma vasta população, a Índia preza por ter uma cultura unificada.
- III – Em muitos dos filmes de Bollywood nota-se uma ocidentalização dos costumes e uma tendência à revisão de valores indianos.
- IV – A emancipação feminina ou mesmo a discussão sobre direitos das minorias são temas relevantes para a cultura de Bollywood.
- V – A pouca repercussão dos temas retratados pelos filmes de Bollywood comprova que os valores indianos se mantêm inabalados.

Gabarito:

Apenas as afirmativas I, III e IV estão corretas.

1 O texto escolhido apresenta algumas construções textuais que poderiam gerar um estranhamento no leitor, uma vez que ocasionalmente tais construções fogem da norma culta da língua inglesa. Como o texto é de autoria de um acadêmico indiano, há que se considerar algumas marcas de autenticidade do texto apresentado, e essa autenticidade revela em sua essência uma marca cultural daquele país. Portanto, a comissão de elaboração optou por manter o texto por duas razões: a primeira é a possibilidade de expor o leitor da academia brasileira em contato com textos em língua alvo que trouxessem algumas marcas culturais e de estranhamento na construção textual, e a segunda é a manutenção do sentido do texto, o que não prejudicou nas questões apresentadas nesta prova.

Justificativa:

O(A) candidato(a) que selecionou esta alternativa acertou a questão, pois percebeu que as afirmativas II e V estão erradas; uma das características da cultura indiana é a sua diversidade, e muitos dos valores estão sendo revistos por conta, também, dos filmes de Bollywood.

Distratores:

1) Todas as afirmativas estão corretas.

INCORRETA: o candidato que selecionou esta opção deixou de considerar que as afirmativas II e V estão incorretas. uma das características da cultura da Índia é a sua diversidade, e muitos dos valores estão sendo revistos por conta, também, dos filmes de Bollywood.

2) Apenas a afirmativa III está correta.

INCORRETA: o(a) candidato(a) que seleciona esta alternativa ignorou que as afirmativas I e IV também estão corretas, e figuram no texto.

3) Apenas as alternativas I e V estão corretas.

INCORRETA: o(a) candidato(a) que selecionou esta alternativa ignorou que essas são justamente as afirmativas incorretas; uma das características da cultura da Índia é a sua diversidade, e muitos dos valores estão sendo revistos por conta, também, dos filmes de Bollywood.

QUESTÃO 2:**Enunciado:**

Uma das características mais marcantes trazidas pelo texto, no tocante à dualidade língua/linguagem no contexto indiano, é o fato de:

Gabarito:

Jovens falarem hindi ser um aspecto negativo na cultura da Índia contemporânea.

Justificativa: o(a) candidato(a) que selecionou esta alternativa entendeu que o autor, em determinado momento do texto, aponta que a língua pode ser um instrumento de preconceito, baseado no uso da língua inglesa nos filmes. Portanto, falar unicamente

o hindi pode ser um elemento de preconceito na cultura indiana, em especial entre os jovens.

Distratores:

1) Indianos que falam a língua inglesa serem alvo de preconceito.

INCORRETA: a alternativa não responde ao enunciado, pois essa afirmação é exatamente o contrário da resposta correta: falar unicamente o hindi pode ser um elemento de preconceito na cultura indiana, em especial entre os jovens.

2) Bollywood incentivar viagens de intercâmbio aos EUA para se aprender inglês.

INCORRETA: esta alternativa não responde ao enunciado, pois a referência ao intercâmbio no texto se deve à descrição de um filme.

3) Indivíduos necessitarem aprender a língua inglesa para terem o respeito de suas famílias.

INCORRETA: esta alternativa não responde ao enunciado, pois o autor está tratando de um filme em que a protagonista, para ter respeito da família, deve aprender a língua inglesa.

QUESTÃO 3:

Enunciado:

Quando o autor menciona temas como racismo, consumo de álcool e sexualidade, é **INCORRETO** afirmar que:

Gabarito:

A sociedade indiana tem se mostrado receptiva quanto àqueles que se assumem gays ou lésbicas motivados pelos filmes de Bollywood.

Justificativa: o(a) candidato(a) que tenha marcado esta alternativa entendeu que a cultura gay, ou ser homossexual na Índia, ainda é um tabu, por mais que haja filmes que tratem do tema.

Distratores:

1) O público indiano espelha-se nas ações dos personagens ao ingerir álcool para tentar mitigar suas decepções.

INCORRETA: esta alternativa não responde ao enunciado da questão, pois está correta na medida em que as pessoas se miram nos personagens e repetem suas ações, sendo o consumo de álcool uma delas, ao passo que o fato de ser homossexual na Índia, ainda é um tabu, por mais que haja filmes que tratem do tema.

2) Os filmes de Bollywood tornam os espectadores mais agressivos e geram ideias de como se cometer um crime.

INCORRETA: esta alternativa não responde ao enunciado da questão, pois está correta de acordo com o texto, ao passo que o fato de ser homossexual na Índia, ainda é um tabu, por mais que haja filmes que tratem do tema.

3) Em Bollywood, a ideia de se priorizar a cor clara para personagens mais nobres é facilmente perceptível.

INCORRETA: esta alternativa não responde ao enunciado da questão, pois está correta quando trata da relevância de uma cor mais clara nas personagens de maior impacto nos filmes, ao passo que o fato de ser homossexual na Índia, ainda é um tabu, por mais que haja filmes que tratem do tema.

QUESTÃO 4:

Enunciado:

Analise as afirmativas abaixo, com base no que o autor discorre sobre a música e a dança na Índia e em Bollywood:

I – A música e a dança representam uma parte importante no cinema indiano.

II – A música indiana incorporou muitos elementos do ocidente nas últimas décadas.

III – O gênero rap tem estado presente em muitos dos filmes mais expressivos de Bollywood.

IV – A música tem o papel fundamental de conectar o espectador ao tema das histórias contadas nos filmes de Bollywood.

V – No passado, as formas musicais indianas eram específicas e derivadas de gêneros clássicos.

Gabarito:

Todas as afirmativas estão corretas.

Justificativa: esta alternativa é a que responde ao enunciado, pois todas as afirmativas estão de acordo com o pensamento do autor do texto.

Distratores:

1) Apenas as afirmativas I, II e III estão corretas.

INCORRETA: esta alternativa não responde ao enunciado da questão, uma vez que as afirmativas IV e V também estão corretas.

2) Apenas as afirmativas I e V estão corretas.

INCORRETA: esta alternativa não responde ao enunciado da questão, pois todas as afirmativas estão corretas, de acordo com o raciocínio do autor do texto.

3) Apenas as afirmativas I, III e IV estão corretas.

INCORRETA: esta alternativa não responde ao enunciado da questão, pois todas as afirmativas estão corretas, de acordo com o raciocínio do autor do texto.

Questões Abertas:**QUESTÃO 5:****Enunciado:**

De acordo com a visão do autor e suas reflexões, discorra sobre as definições de cultura presentes no texto, e como essas definições são diluídas na cultura indiana, mais especificamente em Bollywood.

GABARITO: Nesta questão, os candidatos deveriam trazer a definição de cultura segundo o *Oxford Learner Dictionary* e também do teórico E. D. Tylor. Após essas definições, os candidatos deveriam trazer o retrato da cultura indiana nos filmes de Bollywood, ou seja, como esses conceitos de cultura estão imbricados na produção cinematográfica indiana.

QUESTÃO 6:**Enunciado:**

Há, no texto e na visão do autor, no mínimo duas tendências antes inexistentes que passaram a figurar na cultura indiana, especialmente no que tange ao comportamento da geração mais jovem, influenciadas pelos filmes de

Bollywood. Aponte pelo menos UMA dessas tendências e discorra sobre ela, baseando-se nos argumentos no texto.

GABARITO: Nesta questão, os candidatos deveriam trazer uma das reflexões sobre algumas tendências que anteriormente eram inexistentes na cultura indiana e que na contemporaneidade estão cada vez mais presentes. Uma delas é o fato de casais viverem juntos sem se casarem, o que antes era inadmissível dentro de uma cultura como a indiana, que praticava basicamente a junção de famílias (os casais recém-casados moram com as famílias). Outra dessas tendências é a demonstração de afeto em público entre casais, uma vez que a cultura e a sociedade recriminavam veementemente esse comportamento. Uma terceira tendência que seria aceitável na resposta é o fato de que a homossexualidade, ainda que de maneira tênue, desponta cada vez mais em termos de expressividade e de visibilidade.

QUESTÃO 7:

Enunciado:

O texto traz a palavra/expressão “cool” em dois trechos:

Shah Rukh Khan's orange GAP hoodie and Kajol's DKNY tees, now within reach, became a must-have for many college boys and girls with aspirations toward being “cool.”

In most of the movies, Bollywood shows the people who drink and smoke as “cool dudes.”

Em que sentido essa gíria contemporânea está sendo empregada e com que motivações e tendências abordadas no texto ela se relaciona? Elabore.

GABARITO: Nesta questão, os candidatos deveriam buscar no texto a palavra “cool”, e encontrariam nos itens 5.1 e 5.8. No primeiro, a referência é quanto às roupas e às tendências da moda, que passam a ganhar novos matizes face à moda tradicional indiana, motivados pelos filmes de Bollywood. A ideia, segundo o texto, é que o consumo e o uso de roupas ditas “descoladas” geram a sensação de que o usuário possui um grau de importância tão grande quanto o personagem do filme. No segundo, há uma crítica negativa quanto ao consumo de álcool para parecer “legal”

e incluído uma vez que o álcool traz na arte uma ideia de inclusão e de pertencimento, quando na realidade o álcool causa um efeito devastador nas pessoas e na sociedade.