



Growing obscenity and rapid depletion of morales in society and its impending hazards on the youth with particular attention to Bollywood.

Badal Khan

Guest faculty in the department of English of Tarabari H.S School, Haripur, Barpeta, Assam.

Abstract:

This write-up reads the commercialization of Indian Hindi cinema and its relative change over the years and how this change ultimately impacts the youth of our country. It also deals with the comeuppance our next generation has to go through. How our subject position as an audience is interpellated in order to gain profits can also be traced in this piece of narrative. As we know that we need to have a sustainable and holistic approach in doing things, our choice of a movie or a song as such, must also be made very prudently. At home, we elders are the ultimate models for a kid. What we use to do, they follow. Therefore, we have to be sagacious enough in doing certain things. How to make this happen and mould them to become responsible citizens is quite subjective and it may vary from person to person. But the point where we all acquiesce is that our successors must not be falling apart in the process of human making. Western culture and academia have a very real hold over the people across the globe. We as a nation are not an exception. We are not entirely free from their colonial legacy. What we view and how we view it depends, to a large extent, on their interest and interestingly enough, most of us don't really know what interests us the most. We have been the subjects of their ideology and that's how our subject position is being decided which we don't even realize. However, it's up to us what steps we are to take in bringing up our children and making them ready to face the challenges of the world in the days to come. No doubt that if they are left without a proper understanding of how to make right decisions in whatever they do in their lives, they may be failing in cultivating Indian culture, though they might become financially well-off.

Key Words: Bollywood, Ideology, Obscenity, Education, Youth, Future.

Introduction:

On 25th December, 2013 *The Hindu* published an article highlighting a steady and relentless deterioration of morales and fundamental values in our society and Bollywood was held largely in contempt for it. TV, print media, internet blogs and websites, cinemas, role models (movie actors) play an important role in honing and shaping the personality of today's youth. Media images, movies and games that not only neutralize violence but often glorify it. There is so much violence, vulgarity in all these entertainment avenues and if a majority of youth watches these, the impact of the same on the next generation can't be avoided. Advent of modernization has spread over the younger generation of the society. Consequently our youth have disassociated themselves from their own identity, tradition and cultural heritage.

Over the last two decades, the entertainment industry, especially Bollywood, is taking a pace which is just not ready to slow down! It's becoming more and more metropolitan with little concern for the pan Indian rural society whose sensibilities and perspectives need to be taken care of, no matter what. A few exceptions are there too such as *Munna Bhai MBBS(2003)*, *Taare Zameen Par (2007)* and *Three Idiots(2009)*, also *Dil Chahta Hai(2001)*, *Border(1997)*, *Rang De Basanti(2006)*, *Swadesh: We the People(2004)* etc. But most producers seem to be engaging themselves in a dog-eat-dog world where profit is of paramount importance. In the process, the ones who suffer the most are the youth of our country and that too in such a manner that they remain clueless even after their psyche is already sabotaged. The Reality Shows such as *Sa Re Ga Ma Pa*, *Indian Idol*, *Dance India Dance*, *India's Got Talent* being telecast are just adding fuel to the fire as the parents sitting as audience and judges pay no heed to the vulgar lyrics of the tracks being played out and they are literally rushed off their feet clapping at those tender bodily movements and the singing skills of the teenagers. It's utter nonsensical to make them perform at that music hardly bearing any sense to it. This way we are presenting nothing but a shallow world in front of our children so that they can carry on the legacy to the generations to come.

Severity of the problem:

Without a doubt, our country is culturally the most vibrant one and any breach of its diverse culture might bring about a question mark in our glory as a nation. The weakening of decorum and depletion of classical taste had never been so explicitly noticed in Indian cinema like the way

it has been done in the last two decades. Movies are expected to reflect, to a great extent, how our society operates around and what turn it's going to take in the years to come. Audience, also, while departing the theater, are supposed to feel relaxed or they should not be carrying a pang of grief whatsoever. But instead of that, they get back home with a hysterical state of mind which might possess a potential to do injurious to the family, especially to kids. Unknowingly, we, the spectators, are becoming unthinking consumers from a thinking individual day by day. We pay no heed to the nuances of this ailment our next and immediate generation is going to grapple with, that too with our consent. The gravity of the problem can be traceable in the conduct of the viewers while they interact among themselves and, many a times, they are seen to utter dialogues and wear something that could match what their favorite characters were putting on in the screen. Any resistance on the part of their elders may be self-damaging and sometimes, fatal too. Suicide is the third leading cause of death among young adults globally. In India itself, more than 1.3 lakhs of youth committed suicide in 2021. The suicidal rate has markedly gone up among youth, and youth are now the group at highest risk in one-third of the developing third world countries like India, China, Bangladesh, Brazil, and so on. The emerging phenomenon of "cyber-suicide" in India in this internet era is a further cause for concern. We are least concerned about the damage we are doing to the psyche of our children. But it must be admitted that the pitfalls do not just lie in the parenting but also the atmosphere being developed by the easily accessible internet era when everything regardless of good or evil, is away only from a click!

It is frankly impossible to prevent our kids from doing certain things on the internet as they are the product of this era of computers, AI(Artificial Intelligence) and multimedia. A lot of study materials they access through online mode and they are being curtailed from going out and collecting them from friends or teachers. But questions that we need to ask ourselves - What content they use to access while they are not studying? What movies do they start taking interest in? If a Hindi film for that matter, what's the theme prevalent in that film? Is that worth watching at this tender age? What harm it may cause to the eye and brain for relentless watching them for hours?

Since everything around us is being influenced by Western culture and motifs, Bollywood also is no way lagging behind. To make it commercially successful they are doing every possible thing

they are not really supposed to do from moral grounds. Censor Board also is seen to take an indifferent stance while allowing these shallow and provocative sort of movies with item numbers endorsing vulgarity in abundance. Over-the-Top (OTT) platforms are also there such as Amazon Prime, Netflix, Hotstar, Voot, SoniLiv, Disney+, Balaji Telefilms etc., which are beyond the confinements of Censor Board and that's why they are introducing obscenity and vulgar lyrics in their contents. We are being geared up to the level of commodities. We are nothing more than consumer goods like, say, a toothpaste or a t-shirt. We don't have much to do effectively in it. The utility to be gained (pleasure, privilege, friendship) from the use of particular products is transformed into a product. In other words, what is marketed in a film is not the product but a lifestyle, that is, if you use this perfume/clothing line/hair gel you will have friends, win hearts and be the star of the evening scene. The concept behind this is indebted to Marxist views of the function of ideology.

Long story short, we are to face a much bigger challenge than ever before as we need to bring up our children to become responsible citizens who can see the surrounding world with bare eyes and be able to identify what is right or wrong. Our values, our teachings must reach out to them unhampered by their favorite superheroes in the television screens or some silly characters in today's masala flicks, for that matter. From 1960s to 1970s Bollywood movies used to be simple, lucid and less exaggerated. Indian history is filled with brave stories of gallant heroes who fought their ways against their opponents with great valor and dignity. Many Indian historical kings are known for their significant reign which led their subjects to prosperity. Vulgarity essentially had no place in them although the theme of love was apparent. Lust was not an option at that time, though extramarital affairs were there (like in *Silsila(1981)*, *Masoom(1983)*, *Gumrah(1963)* etc.) and if occasion demanded, the proximity of the lover and the beloved (hero and heroine) was symbolized at best with a fusion of two flowers. Their motto was to produce those visuals which could be viewed by everyone and they didn't have to feel embarrassed. The hero of those times happened to be a crusader with extraordinary quality who would fight for a good cause all the way, ultimately winning the hearts of people. The spectators of those films could relate their lives with that of characters introduced there. Time has changed. Today's world is fast moving towards the zenith of progress and the taste and worldview of an individual is too mounting . People look for something new every time. The production houses also can realize it greatly.

Film makers are somewhat compelled by us to create such a content which can be held contemptuous for deliberate promotion of sexually seductive scenes and stories. The age of hyperreal features petty themes with absolutely no uniqueness attached to it. All we have nowadays is the remix version of songs and parody of South Indian movies. In an effort to feature a novelty and attract playgoers the playwrights and producers are involved in a nasty game of cheap popularity. A few names amongst them that deserve mention are- *Lipstick Under Burkha, The Train, B.A Pass, Nasha, Hate Story, Kama Sutra: A Tale of Love etc.*

Conclusion:

These things of the Bollywood industry are a matter of debate and it can go on and on. It's quite obscure to put an end to it as we, the audience like this stupidity and keep craving for this. But at the same time we don't want our children to be a part of it. It's nothing but an utter hypocrisy and double standard statement on the part of us. Now what may be done in order to balance this duality in our personalities and keep our next generation away from this nonsense is an open challenge. However, the least we can do to resolve it is by imparting our kids a proper sort of education and culture that can enable them to fix it with the right choices. He or she must identify what is more crucial for life and what is of least significance. We all agree with the popular saying, i.e., "Many men many minds." So there might be people around who don't necessarily have to agree and pay attention to this matter. But at a point we all go hand in hand and, that is, we want to see our children successful no matter what. By "successful" it is not meant to be financially independent alone. We want to see them as honest and ideal human beings having respect for the traditional values of ours as well as moral discipline and self-upliftment.

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