

Attitude towards Promotions of Multiculturalism in Indian Society Perspectives of Hindi and Tamil Movies among Youth

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Abstract:

Movies are considered to be one of the most popular medium of mass communication in India (Raina 131-141 Gargan 11-12), it is an effective tool of communication. India is a big country having more than a hundred and twenty crore population and every state has its own language and culture. Sometimes, it (the variety of different cultures and languages) seems to be dangerous for our unity. But, the promotion of multiculturalism solves this problem. Cinema can play an effective role for promoting multiculturalism in Indian society. Hindi is the mass language of northern parts of India and so Hindi films are very famous in north. Similarly, Tamil is the base language of all south Indian languages. So, Tamil films are very famous and popular in south. The study focuses on how far the people are aware of the reimbursement and negative aspects of multiculturalism in society. How much Indian films are effective for the promotion of multiculturalism?

Introduction:

Generally communication tools work to spread the messages and information among the people. Information and message can change the thoughts and belief of people. So we say the communication tools play an important role for the simultaneous conversion of society's culture. Culture is an important element of society and without changes in the culture, social development is not possible. With the development of communication and technologies, new thoughts, creative concepts are coming as Multiculturalism. Because of the emerging communication and technologies, a common or dominant culture replaces the local or traditional culture. India is the second most populated country in the world having more than a hundred and twenty crore population. India is a land of diversified cultures, religions and communities. There is great diversity in our traditions, manners, habits, tastes, customs, etc. Each and every region of the country portrays different customs and traditions. Though we speak different languages

yet we all are Indians. 'Unity in Diversity' has been the distinctive feature of our culture. To live peacefully is our motto. Multiculturalism can play an effective role to promote the unity and peace among the people of different culture. Communications technology has become decisive in socio cultural transformation taking place worldwide. Cinema is an effective tool of communication and technology. It can play an important role to promote multiculturalism in our society.

This paper attempts to investigate the overall influence of Cinema. How cinema is playing an effective role for promoting multiculturalism in Indian society and influence of cinema on youth. Hindi and Tamil films have a large number of viewers in the country because Hindi is a mass language of north and Tamil is the language of south. Is there any difference between Hindi and Tamil film viewers in adopting the multiculturalism by films? This study achieves its objectives by performing an initial survey among the viewers of Tamil and Hindi cinema.

Literature Review:

Multiculturalism is the co-existence of diverse cultures, where culture includes radical, religious or cultural groups and is manifested in customary behaviors, cultural assumptions and values, patterns of thinking, and communicative styles (Final Report submitted by Clara M. Chu; March 18, 2005, Members: Clara M. Chu (Chair), Ekaterina Nikonorova, Jane Pyper). So we can say in easy way that Multiculturalism, is the mix up of many different culture and group, is now gaining favor among anthropologists, communication theorists, sociologists, and other social scientists. To study culture is to study ideas, experiences, feelings, as well as the external forms that such internalities take as they are made public, available to the senses and thus truly social. For culture, in the anthropological point of view, it is the meanings which people create, and which create people, as members of societies (Hannerz, 1992). Culture is related to society and cinema is the mirror of society. Cinema is effective medium of communication in society. Cinema, particularly narrative cinema plays a major role in shaping our private

thought and public behavior. In popular culture, cinema is playing role as a teacher (Giroux, 2002).

Cinema plays a paramount role in injecting particular values into public consciousness history of cinematic movements. For example, Italian neo-realism, (French new wave and third cinema) has shown that the medium can also be a vehicle for intervention and social change (Willenen, 1994).

A visual technology (cinema) that functions as a powerful teaching machine that intentionally tries to influence the production of meaning, subject position, identities and experience. Cinema has become as a site of culture politics. Oliver Wendell Holmes (1891/2005) warned we are moving into a time where the image is becoming more important than the object itself (P.23). So it's necessary to be aware of all positive and negative dimensions of the image.

Hindi films are the best known of Indian's cinematic output around the world. Despite accounting for only a fifth of around 1,000 films are made in India per year. Hindi films made in Mumbai far outweigh those made elsewhere in their appeal to a national, as well as an International audience (Dwyer and Patel 2002, Ganti 2004). So we can say Hindi films are very popular and now it is most responsible for the change in Indian society.

Research Questions :

- How cinema is playing an effective role for promoting multiculturalism?
- How cinema influence on youth's social and cultural aspects?
- What are the youth's perception on viewing cinemas and its impact on their society?

Methodology:

The researchers have collected the ordinal data and for this study using the Likert scale model. Likert scale is commonly used in survey research. It is often used to measure respondents' attitudes by asking the extent to which they agree or disagree with a particular question or statement. A typical scale 'strongly agree, agree, neutral, disagree, strongly disagree' has been used. The questionnaire was constructed to collect the data from the respondents. The questionnaire will be consisted to determine how Indian cinema is playing an important

role to promote multiculturalism in our society. And the main benefits of the multiculturalism, how much the peoples are aware of the benefit and drawback of multiculturalism. What is the difference in thoughts between Hindi and Tamil film viewers in adopting the multiculturalism from films? The viewers of Tamil and Hindi films from various states will be taken as a sample for this study. We selected 100 youth viewers of Hindi and Tamil films and we got the response from 86 youth viewers' means 86 per cent response but in this we got 46 responses from Hindi film viewers and 40 from Tamil film viewers. We got 40 responses from Hindi film viewers for the equal comparative study among Tamil and Hindi film viewers. In these 20 -20 respondents are female viewers. And other 20-20 respondents are male Hindi and Tamil film viewers.

Independent variables:

One question was asked to respondent—are peoples adopting the multicultural festivals, the dialogues and language shown in films. Does Film give negative impact to people or peoples are following the positive things shown in films? Are peoples adopting the fashion shown in films? These are the some questions asked from respondent to achieve the objectives of study. The researchers divided respondents into two groups; first is Hindi film viewers and second is Tamil film viewers.

Dependent variables:

To the measure of proximity effect is our dependent variable for this a series of questions asked respondents to rate on a scale. The scale used: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree).

Results:

From the survey report it has been found that the respondents were accepted the Hindi and Tamil cinemas has given a profound influence to adopt other cultures. The survey reveals that 42 per cent respondents agreed the statement, while as 10 per cent respondents strongly agreed, amongst them male Hindi films viewers were more to agree with the statement than the male Tamil Film viewers, because 45 per cent of Hindi films viewers supports the statement whereas, only 35 per cent of the male Tamil film viewers agreed on it. It has also found from the survey that the total 40 per cent of male viewers accepted the statement, film is really

effective. Mean while 37 per cent male respondents were chose to remain neutral response to this statement. But female respondents have shown more positive attitude when compared to the male respondents. This is because 60 per cent of Hindi film female viewers were agreeing and 10per cent strongly agreed with the statement. Besides that Tamil film female viewers have also shown more in favor when compared to the males. Among them 30per cent agreed and 30 per cent strongly agreed with the statement. Total 45 per cent respondents were agreeing and 20 per cent strongly agreed amongst the female film viewers to the statement, it means the viewers (people) were accepted the fact that multiculturalism has a strong influence from films. (Table-1) and (Table-1a)

Most interestingly, from the Table-1.b it has found that the culture of inter-caste marriage shown in the emotional-romantic films has had a tremendous ef-

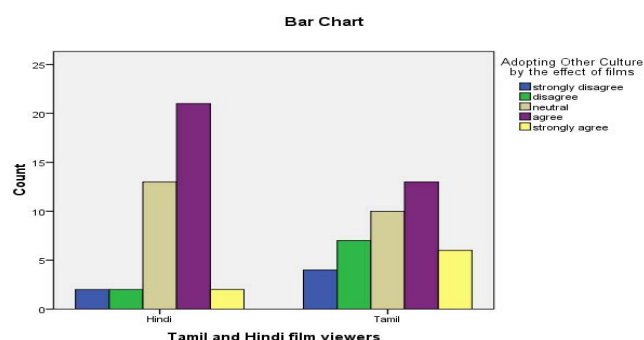
fect to adopt it, because 45 per cent respondents were agreeing and 10 per cent responded strongly agreed to this statement. Table-1.c also shows that 43.8 per cent respondents were agreeing and 17.5 per cent of total respondents strongly agreed the statement that the love related emotions shown in films has an effect to the people. Cinema plays an important role to persuade the audience from dance, music and art of a particular cultural form to different people. While the Table-1.d clearly displayed that 48.8 per cent respondents were agreeing and 25 per cent of the total respondents said strongly agreed with the statement that people are adopting other cultural dance, music and art forms shown in films. Whereas, the Table-1.e shows that 37.5 per cent respondents were agreeing and 10 per cent respondent strongly agreed the statement that people were also accepted the strong influenced of other cultural sports and games shown in the films.

Table-1: Percentage-wise adaptation of other cultures' by the effect of Films

Gender of the respondent				Adopting Other Culture and festivals by the effect of films					Total
				Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Male	Tamil and Hindi film viewers	Hindi	Count	2	1	8	9	Nil	20
			per cent within Tamil and Hindi film viewers	10.00per cent	5.00per cent	40.00per cent	45.00per cent	Nil	100.00per cent
		Tamil	Count	2	4	7	7	Nil	20
				10.00per cent	20.00per cent	35.00per cent	35.00per cent	Nil	100.00per cent
	Total		Count	4	5	15	16	Nil	40
			per cent within Tamil and Hindi film viewers	10.00per cent	12.50per cent	37.50per cent	40.00per cent	Nil	100.00per cent
Female	Tamil and Hindi film viewers	Hindi	Count	0	1	5	12	2	20
			per cent within Tamil and Hindi film viewers	0.00per cent	5.00per cent	25.00per cent	60.00per cent	10.00per cent	100.00per cent
		Tamil	Count	2	3	3	6	6	20
			per cent within Tamil and Hindi film viewers	10.00per cent	15.00per cent	15.00per cent	30.00per cent	30.00per cent	100.00per cent
	Total		Count	2	4	8	18	8	40
			per cent within Tamil and Hindi film viewers	5.00per cent	10.00per cent	20.00per cent	45.00per cent	20.00per cent	100.00per cent

Table-1.a: Adapting others culture

	Parameter	Frequency	Per cent	Valid per cent	Cumulative per cent
Valid	Strongly disagree	6	7.5	7.5	7.5
	Disagree	9	11.2	11.2	18.8
	Neutral	23	28.8	28.8	47.5
	Agree	34	42.5	42.5	90.0
	Strongly agree	8	10.0	10.0	100.0
	Total	80	100.0	100.0	

Adopting other culture by the effect of films**Table-1.b: Acceptance of inter-caste marriage**

	Parameter	Frequency	Per cent	Valid per cent	Cumulative per cent
Valid	Strongly disagree	9	11.2	11.2	11.2
	Disagree	8	10	10	21.2
	Neutral	19	23.8	23.8	45
	Agree	36	45	45	90
	Strongly agree	8	10	10	100
	Total	80	100	100	

Table-1.c: Adapting western love emotions

	Parameter	Frequency	Per cent	Valid per cent	Cumulative per cent
Valid	Strongly disagree	4	5	5	5
	Disagree	11	13.8	13.8	18.8
	Neutral	16	20	20	38.8
	Agree	35	43.8	43.8	82.5
	Strongly agree	14	17.5	17.5	100
	Total	80	100	100	

Table-1.d: Other cultures' music

	Parameter	Frequency	Per cent	Valid	Cumulative per cent
Valid	Strongly disagree	3	3.8	3.8	3.8
	Disagree	4	5	5	8.8
	Neutral	14	17.5	17.5	26.2
	Agree	39	48.8	48.8	75
	Strongly agree	20	25	25	100
	Total	80	100	100	

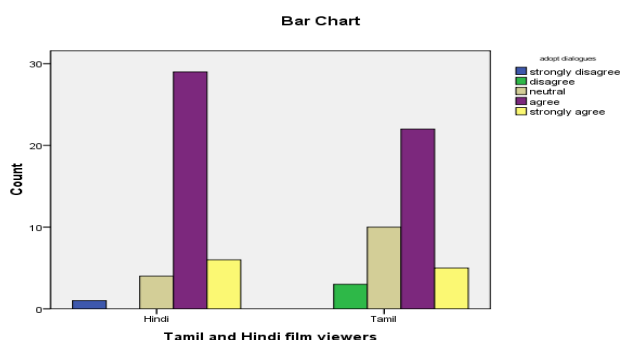
Table-1.e: Adopting other sports

	Parameter	Frequency	Per cent	Valid per cent	Cumulative per cent
Valid	Strongly disagree	7	8.8	8.8	8.8
	Disagree	16	20	20	28.8
	Neutral	19	23.8	23.8	52.5
	Agree	30	37.5	37.5	90
	Strongly agree	8	10	10	100
	Total	80	100	100	

Table-2 reveals that respondents were accepting the statement that people have adopted the language used in films and the table shows, 70 per cent Hindi male viewers were agreeing the statement and 10 per cent of responded strongly agreed and besides this the Tamil film male viewers also agreeing with 60 per cent and 5 per cent responded strongly agreed. However, the percentage of their acceptance is little bit less than from Hindi film viewers but the difference is just a margin according to their responses. On the other hand, female respondents were showing more supportive on this subject when the result compared with the male. Majority of 75 per cent female respondents of Hindi film viewers were agreeing and 20 per cent were showing strongly agreed with the statement, while as, in the Tamil female viewers 50 per cent were agreeing and 20 per cent responded strongly agreed to the statement. So it can infer that female respondents were feeling more effect on language in comparison with male respondents. It was also found from Table-2.a that total 63.8 per cent of all the respondents were agreeing and 13.8 per cent respondents replied strongly agreed to the statement; people are adopting the dialogues and the way of conversation shown on the films.

Table-2: Percentage-wise adaptation of dialogues of films by film viewers

Gender of the respondent				Adaptation of dialogues					Total
				Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Male	Tamil and Hindi film viewers	Hindi	Count	1	0	3	14	2	20
			% within Tamil and Hindi film viewers	5.00%	0.00%	15.00%	70.00%	10.00%	100.00%
		Tamil	Count	0	2	5	12	1	20
			% within Tamil and Hindi film viewers	0.00%	10.00%	25.00%	60.00%	5.00%	100.00%
	Total		Count	1	2	8	26	3	40
			% within Tamil and Hindi film viewers	2.50%	5.00%	20.00%	65.00%	7.50%	100.00%
Female	Tamil and Hindi film viewers	Hindi	Count	Nil	Nil	1	15	4	20
			% within Tamil and Hindi film viewers	Nil	Nil	5.00%	75.00%	20.00%	100.00%
		Tamil	Count	Nil	1	5	10	4	20
			% within Tamil and Hindi film viewers	Nil	5.00%	25.00%	50.00%	20.00%	100.00%
	Total		Count	Nil	1	6	25	8	40
			% within Tamil and Hindi film viewers	Nil	2.50%	15.00%	62.50%	20.00%	100.00%

Pie-diagram of respondents adopting dialogues shown in films**Table-2.a: Adopting dialogues and way of conversation**

	Parameter	Frequency	Per cent	Valid	Cumulative per cent
	Strongly disagree	1	1.2	1.2	1.2
	disagree	3	3.8	3.8	5
	Neutral	14	17.5	17.5	22.5
	Agree	51	63.8	63.8	86.2
	Strongly agree	11	13.8	13.8	100
	Total	80	100	100	

From the Table-3 and Table-3.a, the researchers clearly analysed that respondents were accepting the following fashion items shown in films. Here 70 per cent of Hindi film male viewers were agreeing the above factor and 10 per cent strongly agreed. Whereas, Tamil film male viewers responded 35 per cent agreed and equally 35 per cent of others were strongly agreeing on it. Moreover, the total 52.5 per cent male respondents agreed, and 22.5 per cent were strongly agreeing with the statement. The female respondents were again more agreeing to the statement while comparing to male counterparts, but here the difference is found less.

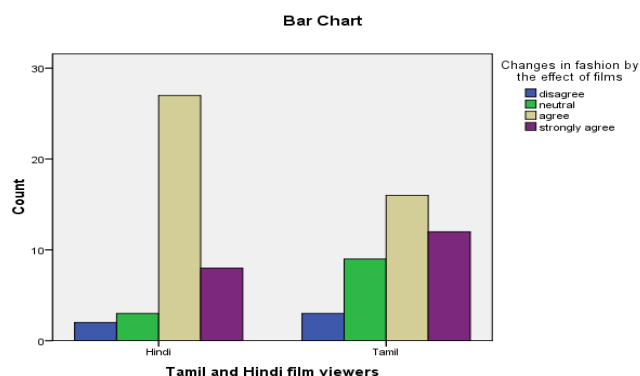
65 per cent Hindi female respondents agreed and 30 per cent of others were strongly agreeing with the statement. The percentage of Tamil film viewers were less in comparison between the Hindi female viewers in supporting to this statement. But 45 per cent of them were agreeing and 25 per cent of them responded strongly agreed with the statement. Total 55 per cent of female respondents were agreeing and 27.5 per cent said strongly agreed with the statement. So here again, we can say that the female respondents felt more effected from cinema on this factor for promoting multiculturalism in the society. Moreover, total 53.8per cent responded agreeing and 25 per cent respondents strongly agreed that cinema is effective on the changing trends of fashion in the society.

We can clearly see from the Table-3.b that 50 per cent

of total respondents were agreeing and 37.5per cent others showing strongly agreed with the statement, 'people are following (read conceiving) the hair styles shown in films'. From the Table-3.c, it was found that 53.8 per cent respondents were agreeing and 16.2 per cent responded strongly agreed that people accepted imitating the living styles shown in films. While as Table-3.d reveals for the statement, people are accepting the food culture shown in films found that majority of the respondents agreed with 46.2 per cent and more over 6.2 per cent also found strongly agreed the statement. Through this overall results we can stated boldly that cinema is playing an important role towards constructing the changing trends in peoples' living style, fashion, dressing and hair styles as well as the food habits of the society and its culture.

Table-3: Percentage-wise break up for the changing trends in fashion and life-style

Gender of the respondent				Changes in fashion by the effect of films					Total
				Disagree	Neutral	Agree	Strongly agree		
Male	Tamil and Hindi film viewers	Hindi	Count	1	3	14	2	20	20
			% within Tamil and Hindi film viewers	5.00%	15.00%	70.00%	10.00%	100.00%	100.00%
		Tamil	Count	2	4	7	7	20	20
			% within Tamil and Hindi film viewers	10.00%	20.00%	35.00%	35.00%	100.00%	100.00%
	Total		Count	3	7	21	9	40	40
			% within Tamil and Hindi film viewers	7.50%	17.50%	52.50%	22.50%	100.00%	100.00%
Female	Tamil and Hindi film viewers	Hindi	Count	1	0	13	6	20	20
			% within Tamil and Hindi film viewers	5.00%	0.00%	65.00%	30.00%	100.00%	100.00%
		Tamil	Count	1	5	9	5	20	20
			% within Tamil and Hindi film viewers	5.00%	25.00%	45.00%	25.00%	100.00%	100.00%
	Total		Count	2	5	22	11	40	40
			% within Tamil and Hindi film viewers	5.00%	12.50%	55.00%	27.50%	100.00%	100.00%

**Table-3.a: Changes in fashion by the effect of films**

	Parameter	Frequency	Per cent	Valid	Cumulative per cent
Valid	Disagree	5	6.2	6.2	6.2
	Neutral	12	15	15	21.2
	Agree	43	53.8	53.8	75
	Strongly agree	20	25	25	100
	Total	80	100	100	

Table-3.b: Changes in hair style

	Parameter	Frequency	Per cent	Valid	Cumulative per cent
Valid	Disagree	3	3.8	3.8	3.8
	Neutral	7	8.8	8.8	12.5
	Agree	40	50	50	62.5
	Strongly agree	30	37.5	37.5	100
	Total	80	100	100	

Table-3.c: Adopting living style

	Parameter	Frequency	Per cent	Valid per cent	Cumulative per cent
Valid	Strongly disagree	2	2.5	2.5	2.5
	Disagree	4	5	5	7.5
	Neutral	18	22.5	22.5	30
	Agree	43	53.8	53.8	83.8
	strongly agree	13	16.2	16.2	100
	Total	80	100	100	

Table-3.d: Changes the food culture

	Parameter	Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly disagree	4	5	5	5
	disagree	11	13.8	13.8	18.8
	Neutral	23	28.8	28.8	47.5
	Agree	37	46.2	46.2	93.8
	Strongly agree	5	6.2	6.2	100
	Total	80	100	100	

The survey report highlights for the factor, 'cinema gives positive impact on the society'. It can be distinctly seen from Table-4 and Table-4.a that respondents' have diverse views on the above factor. Here, male Hindi film viewers mainly agreed with 50 per cent and 10 per cent respondent stated strongly agreed to the statement. While as, 30 per cent has chosen neutral, but the Tamil film viewers were opted neutral on this issue because only 10 per cent amongst them agreed to the statement and majority of 60 per cent Tamil film viewers' remains neutral view on this issue. Where, only 30 per cent of the total male respondents were agreeing the statement and 5 per cent strongly agreed and 45 per cent chosen to be neutral. On the other hand, 30 per cent female Hindi film viewers were agreeing and 10 per cent responded strongly agreed but the majority of 55 per cent were chosen to remain neutral on this issue. For the Tamil female film viewers 40 per cent were agreeing and 5 per cent responded strongly agreed but 25 per cent were again stated remains neutral and other 15-15 per cent females were disagreeing and strongly disagreeing on the issue of cinema gives positive impact on the society. The total 35 per cent from both the Hindi and Tamil female respondents were agreeing and 7.5 per cent marked strongly disagreeing on this issue and 40 per cent were replied neutral and 10 per cent disagreed and other 7.5 per cent also strongly disagreed to this factor. So, overall 32.5 per cent respondents were agreeing along with 6.2 per cent marked strongly agreed but quite a handful of 42.5 per cent the total male and female has given to be remain neutral response on this issue. From this above distribution and analysis we can now candidly explained that on the issue of 'cinema gives positive effect on society', mostly respondents were showing blurred and unclear views.

The Table-4.b shows the statement, 'cinema is inspiring the people against corruption' and quite interest-

ingly majority of the respondents were remains neutral, i.e., no comment to this statement. However, 32.5 per cent opted to be agreed along with 3.8 per cent strongly agreed but a whopping 35per cent responded neutral to the options given with this issue, and quite contrarily 20 per cent of the respondents were chosen to mark agreed.

The research found from Table-4.c that 41.2 per cent

respondents were agreeing along with 3.8 per cent strongly agreed with one of the factor, 'cinema is promoting communal peace in society'. Again here 36.2 per cent responded neutral to the factor. We can now infer from the above analysis that cinema is an effective medium even though whether this will leads to the positive manner remains doubted according to this survey result.

Table-4: Percentage-wise positive impact of films on viewers

Gender of the respondent				Positive impact					Total
				Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Male	Tamil and Hindi film viewers	Hindi	Count	1	1	6	10	2	20
			% within Tamil and Hindi film viewers	5.00%	5.00%	30.00%	50.00%	10.00%	100.00%
		Tamil	Count	3	3	12	2	0	20
			% within Tamil and Hindi film viewers	15.00%	15.00%	60.00%	10.00%	0.00%	100.00%
	Total	Count	4	4	18	12	2	40	
		% within Tamil and Hindi film viewers	10.00%	10.00%	45.00%	30.00%	5.00%	100.00%	
Female	Tamil and Hindi film viewers	Hindi	Count	0	1	11	6	2	20
			% within Tamil and Hindi film viewers	0.00%	5.00%	55.00%	30.00%	10.00%	100.00%
		Tamil	Count	3	3	5	8	1	20
			% within Tamil and Hindi film viewers	15.00%	15.00%	25.00%	40.00%	5.00%	100.00%
	Total	Count	3	4	16	14	3	40	
		% within Tamil and Hindi film viewers	7.50%	10.00%	40.00%	35.00%	7.50%	100.00%	

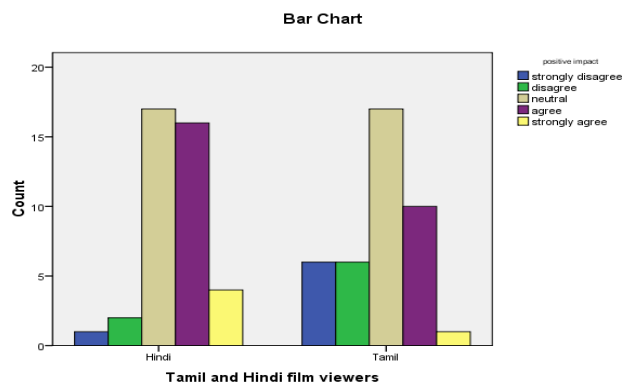


Table-4.a : Positive impact

	Parameter	Frequency	Per cent	Valid	Cumula-Per cent
Valid	Strongly disagree	7	8.8	8.8	8.8
	Disagree	8	10	10	18.8
	Neutral	34	42.5	42.5	61.2
	Agree	26	32.5	32.5	93.8
	Strongly agree	5	6.2	6.2	100
	Total	80	100	100	

Table-4.b: Inspires anti-corruption

	Parameter	Frequency	Per cent	Valid percent	Cumulative per cent
Valid	Strongly disagree	7	8.8	8.8	8.8
	Disagree	16	20	20	28.8
	Neutral	28	35	35	63.8
	Agree	26	32.5	32.5	96.2
	Strongly agree	3	3.8	3.8	100
	Total	80	100	100	

Table: 4.c: Films are promoting communal peace

	Parameter	Frequency	Per cent	Valid per cent	Cumulative per cent
Valid	Strongly disagree	4	5	5	5
	Disagree	11	13.8	13.8	18.8
	Neutral	29	36.2	36.2	55
	Agree	33	41.2	41.2	96.2
	Strongly agree	3	3.8	3.8	100
	Total	80	100	100	

Cinema gives negative impact on society has different views and notions according to this study and Table-5 clearly reports that 20per cent of male Hindi film viewers were agreeing the given statement followed with 10per cent strongly agreed. Whereas, 25 per cent responded no comments or neutral along with 30 per cent of them were marked disagreeing the statement. Again

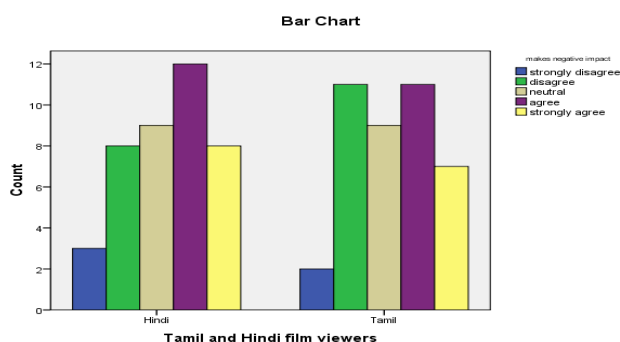
15 per cent respondents of male Hindi film viewers were strongly disagreeing, so we can conclude that the male Hindi film viewers has different views because the result clearly indicates the number of people who were not supporting this view comes out quite strongly, even though there the difference was quite in margin. In the Tamil male film viewers, 20 per cent says agree along with 25 per cent strongly agreed the statement but quite contrarily, 30 per cent were disagreeing followed with 5 per cent preferred strongly disagreed and the rest remains neutral. Here the result is just an opposite but the number of respondents supported the statement remained bigger than that of respondents disagreeing to it. For the female respondents, 40 per cent of Hindi film viewers agreed and 30 per cent were strongly agreeing whereas, others remain neutral. While, 35 per cent Tamil female viewers were agreeing and 15 per cent of them strongly agreed but 25 per cent were responded disagreeing and 5 per cent strongly disagreed.

Table-5.a indicates that Hindi female film viewers were mostly agreed with the statement that 'cinema promotes negative impact on culture'. Tamil male and female film viewers were given the same opinion to the statement but for Hindi film viewers' male opinion has different views from others. However, when we closely look into the result we can find that 28.8per cent of the total respondents were found to be agreed with the statement along with 18.8per cent respondents chosen strongly agreed. From Table-5.b, it was found that 45 per cent respondents to be agreed and 10 per cent responded strongly agreed to the factor that 'people are adapting and copying to the violent activities shown in films'.

Table-5: Percentage-wise negative impact of Films on viewers

Gender of the respondent				Negative impact of Films				
				Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Male	Tamil and Hindi film viewers	Hindi	Count	3	6	5	4	2
			% within Tamil and Hindi film viewers	15.00%	30.00%	25.00%	20.00%	10.00%
		Tamil	Count	1	6	5	4	4
			% within Tamil and Hindi film viewers	5.00%	30.00%	25.00%	20.00%	20.00%
	Total		Count	4	12	10	8	6
			% within Tamil and Hindi film viewers	10.00%	30.00%	25.00%	20.00%	15.00%

Female	Tamil and Hindi film viewers	Hindi	Count	0	2	4	8	6
			% within Tamil and Hindi film viewers	0.00%	10.00%	20.00%	40.00%	30.00%
		Tamil	Count	1	5	4	7	3
			% within Tamil and Hindi film viewers	5.00%	25.00%	20.00%	35.00%	15.00%
	Total		Count	1	7	8	15	9
			% within Tamil and Hindi film viewers	2.50%	17.50%	20.00%	37.50%	22.50%

**Table: 5.a: Makes negative impact**

	Parameter	Frequency	Per cent	Valid percent	Cumulative per cent
Valid	Strongly disagree	5	6.2	6.2	6.2
	Disagree	19	23.8	23.8	30
	Neutral	18	22.5	22.5	52.5
	Agree	23	28.8	28.8	81.2
	Strongly agree	15	18.8	18.8	100
	Total	80	100	100	

Table-5.b: Peoples are adopting violence from cinema

	Parameter	Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly disagree	5	6.2	6.2	6.2
	Disagree	10	12.5	12.5	18.8
	Neutral	21	26.2	26.2	45
	Agree	36	45	45	90
	Strongly agree	8	10	10	100
	Total	80	100	100	

Discussions

In the present study we observe that cinema is playing an important role for promoting the multiculturalism in the society. Because the respondents are mostly feeling that cinema is playing an important role for the changing of our cultural behavior. Mostly respondents are accepting that we are adapting to other areas, like famous festivals and cultures from the effect of films. 52.5 per cent peoples are giving positive response with this view (Table-1) & (Table-1a). Marriage system is also the part of our culture, there is a lot of rules and regulations and restrictions made by the society for our marriage system. Today's youths are not ready to accept these restrictions that cinema is playing at the back-drop because 55 per cent respondents gives positive response on this view, 'cinema is promoting Inter-cast marriage in society' (Table-1.b). More over love related emotions shown in films is giving a huge influence on the audience emotional set-ups because 56.3 per cent respondents are ready to support this view (Table-1.c), as in dance, music and art are the important elements of any particular culture and society. Films are spreading these elements to particular group of people to others. 73.8 per cent respondents are agreeing with this views that people are adapting to other cultural music, dance and art by films (Table-1.d). Sports and games are also part of our culture 47.5 per cent of people are giving positive response on this view that people are adopting games and sports related to other culture by the effect of films (Table-1.e). Language is the medium of expression where, cinema is very effective in terms of language and it is showing with this report, 77.6 per cent of respondents are positively agreed with view that people are following the language and the way of conversation shown in films (Table-2.a). Cinema is also very effective on the changing trends of fashion and 78.3 per cent of respondents are agreeing with this (Table-3.a). People are adapting hair style from films

and 87.5 per cent respondents are positively supporting this view (Table-3.b). People are changing the life style by the influence of films, 80 per cent respondents are giving positive response on this view (Table- 3.c). People are also adapting the food culture from films, 52.2 per cent respondents are showing their acceptance in this study (Table-3.d). So we can easily say that cinema have great effect on peoples' culture, society and their day to day life. But the effect is always positive however, the answer to this question is very difficult in the study because we got different responses from different groups of people regarding this view. Because 38.7 per cent of the total respondents are agreeing with the statement that cinema gives positive impact on people. But other mostly 42.5 per cent of respondents remains neutral on this view (Table-4.a). Like that cinema is inspiring people against corruption, 36.3 per cent of respondent supported to the statement but 35per cent of respondents are neutral and others 28.8 per cent of respondents disagree with that view (Table-4.b). Is it true, films are promoting communal peace and harmony in the society, for this view we got positive response from respondents, 44 per cent of them are with that but others 36 per cent of them are neutral and 18.8 per cent of them are not ready to accept the statement (Table-4.c).

Respondents are also aware with the negative impact of films because 47.6 per cent of respondents gives positive response with the statement that cinema gives negative impact on people and the other mostly are showing neutral view on that (Table-5.a). Likewise, 55 per cent of respondents are agreeing with the statement that people are adapting violent activities from films (Table- 5.b). So it can easily say that cinema is very effective on peoples' culture, and it is very effectively promoting Multiculturalism in our society. But the present study says that people are not very clear on this view that the effect of cinema is always positive and they are showing doubtful attitude regarding this subject.

Conclusion:

It has concluded that cinema is promoting multiculturalism in our society. Cinema is very a effective medium of communication. It is not only effective to change physical behavior of the people even it can change the ideas, thinking and mental behavior of people. People are adapting others festivals, traditions, language, music, dance, and art by the effect of films. Cinema is also dominating orthodox and old customs, superstitions,

and illogical traditions of our society. By the above study it has been observed that people are not hesitating to adapt the new ideas, thinking of other traditions, life styles due to films effect. Peoples are moving towards rationality and their decisions are influenced by the cinematic effect. For the growth of the society and nation it is essential to know about the multiple cultures so that it may bridge the gap between two or more different social behavior with deep emotional attachment.

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