

## **Impact of Movies on Society**

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### **Abstract**

This paper examines the profound and multifaceted impact of movies on society. With the advent of cinema over a century ago, films have evolved into a dominant cultural medium, reflecting and shaping societal norms, values, and attitudes. Through a comprehensive analysis of the subject, this study explores how movies influence public opinion, evoke emotions, and foster critical thinking. The paper highlights cinema's ability to address pressing social issues, spark debates, and instigate cross-cultural exchanges of ideas. However, it also acknowledges the potential negative consequences of movie influence, such as perpetuating harmful stereotypes and glorifying violence. Additionally, the economic and technological impact of the film industry itself is considered, as it plays a crucial role in shaping communities. By delving into this complex relationship, the paper aims to provide insights for responsible and informed management of cinematic storytelling's societal impact.

### **I Introduction**

The world of cinema has undeniably emerged as a powerful medium of storytelling, entertainment, and artistic expression. Since its inception over a century ago, movies have become an integral part of human culture, shaping our perspectives, beliefs, and values. The impact of movies on society has been a subject of significant interest and concern for scholars, researchers, and policymakers alike. This paper aims to delve deep into this multifaceted phenomenon, exploring how movies influence society and how society, in turn, shapes the creation and reception of films. Throughout history, movies have been instrumental in reflecting societal norms, values, and ideologies. They serve as a mirror to society, offering glimpses into its past, present, and future aspirations. Movies can amplify existing societal trends, challenge conventional wisdom, and provoke critical thinking on pressing issues. Whether it is through

historical epics, romantic dramas, thought-provoking documentaries, or science fiction fantasies, movies have the ability to evoke emotions, spark debates, and foster empathy.

One of the most evident impacts of movies on society is their potential to shape public opinion and attitudes. The portrayal of characters, situations, and cultures can create lasting impressions, influencing how people perceive different groups, lifestyles, and issues. As the lines between fiction and reality blur, movies possess the power to sway public opinion on topics such as social justice, gender equality, environmental concerns, and more. The influence of cinema extends beyond national borders, with the global reach of Hollywood and other film industries contributing to a cross-cultural exchange of ideas. In addition to their potential for positive impact, movies also face criticism for perpetuating harmful stereotypes, promoting violence, or glorifying materialism. The glamorization of certain lifestyles and behaviours in movies can lead to the adoption of unrealistic expectations, resulting in adverse effects on mental health and social behaviours. Moreover, with the advent of digital platforms and streaming services, the ease of access to content raises concerns about age-appropriate viewing and parental guidance.

Beyond the realm of content, the film industry itself plays a significant role in shaping society. Its economic influence, employment opportunities, and technological advancements contribute to the fabric of communities. The production process, from scriptwriting to distribution, involves a diverse group of professionals whose decisions can impact society in various ways. Movies are watched by everyone. We all enjoy them. From thrillers to adventures, comedy to horror movies is part of everyday life and the industry is growing every single day. Learn how they affect our society. Everyone watches videos be it on TV, social media, or cinemas. The film industry is arguably one of the most impactful sectors in modern society. Sitcoms and comedy shows make us laugh, psychological thrillers help us see the world from an improved perspective, and historical films help us understand where we've come from as a people. Every video and every film reflects society and transforms opinions.

## **II The Undisputed Raw Power of Movies**

The power of audio-visuals has been manifested and exploited politically, socially, and economically throughout history. Leaders such as Adolf Hitler, for example, successfully used films as propaganda tools during World War II. Facts like these show the raw power of film: An immense power that has even caused revolutions. As the technology keeps growing, political and economic leaders have utilized cinema in changing and shaping people's outlooks either for their own benefit or for the benefit of the people. Audio-visual translations are also readily available and extremely affordable for everyone these days, which makes it easy for filmmakers to reach their target audiences from all corners of the world; in their mother tongue.

The following are the ways In which cinematic art affects society and the modern world. –

### **1. Movies inspire us**

A good movie will entertain, educate, and inspire the viewer in many ways. Think of the impact that songs have on people, for example. They make us think. They make us compassionate. They inspire us to help others and to do good to and for humanity.

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audiences from all corners of the world; in their mother tongue. This post explores 7 ways in which cinematic art affects society and the modern world. Romantic movies, on the other hand, remind us why love is important and why it is worth fighting for. They make us cry and laugh at our own romantic flaws, consequently helping us understand our partners and family members more. They make life worth living- they make us feel alive. That's without forgetting how affordable transcription services have made it easy for people to watch and understand movies that teach meditation and mindfulness, most of which are in Asian languages. There are many films whose plots give us reasons to rise up every morning and venture into the world with hope and optimism. They encourage us to conquer personal pains and to impact positively on other people's lives. Movies such as *The Pursuit of Happiness* (2006) and *The Bucket List* (2007), for example, have inspired their viewers to work towards making the world better for everyone.

## **2. Movies can create awareness on multiple aspects of life**

People need to be reminded about the importance of formal education as well as co-curricular school activities such as art and sports. School-related films underline this importance and give education stakeholders ideas on how to improve education systems in different parts of the world. Besides that, film brings us to understand the negative effects of drugs, alcohol, and substance abuse. Crime and action TV shows also warn us about the dangers of criminal activities, terrorism, and war.

Speaking of war, movies help people understand the atrocity of living homeless and miserably in refugee camps. Movies awaken the senses of empathy in people who have never experienced civil war first hand. They help us feel responsible for our brothers and sisters living in war-torn countries even as much as we've never been there ourselves. This is the awareness that has fuelled the growth of so many charity organizations and trust funds.

## **3. Movies mirror culture**

Every movie is set and developed in a particular culture. They are an integral part of us; they mirror what we believe in and how we coexist as people. It is easier to see our concerns, attitudes, flaws, and strengths in films than it is to decipher them from our daily interactions.

When our prevalent beliefs and ideologies are challenged in films, we are able to interrogate ourselves and embrace change. And thanks to audio-visual translations, people from all over the world are able to watch movies and understand the cultures of faraway communities. That has, in turn, helped us to become more united even when our cultures are so different and diverse.

#### **4. Movies shape culture**

Besides mirroring our diverse cultures, the film has for a long time been shaping our beliefs and values. A good example is when people copy fashion trends from movie stars and musicians. It is also common these days to find societies using figures of speech that are inspired by the film industry. At the very least, film solidifies selected cultural beliefs and renders some redundant.

#### **5. Movies teach us history**

Most history movies are fact-based and, even for the few that are fictional, they still depict a realistic and fantastic picture of how the world was before the invention of the audio-visual devices that we know today. They connect the modern world with past generations.

A good example is the Vietnam War movies that explain what transpired back in the day and help today's generation to appreciate the significances of the war, both positive and negative. Add transcription services to these movies and the history comes out even clearer. Transcribed historical videos support learning by connecting viewers to the proper subject matter without losing the context.

#### **6. Desensitization of sympathetic feel**

Many social psychologists today hold the opinion that movies erode sympathetic feelings in people by making violence and the suffering of other people seem acceptable. Bystander apathy is on the rise, with many people in the larger urban areas opting to passively watch as people injure or kill one another. This tendency of not helping the victim or Okaying violence has grown as a result of the media desensitizing sympathetic feelings.

### **7. Parenting challenges**

Romantic movies make sex look “cool”. Crime movies make lying seem calculative. There are also genres that normalize stealing and dishonesty. Teenagers are now able to access pornographic content online and watch songs that advocate for drug and substance abuse. All this content is misleading to young boys and girls, but parents can’t seem to find reliable, fool proof strategies to stop their kids from accessing it.

### **8. Political impacts**

Cinema has become a mainstream activity today. Even politics which decide the future of a country is in the grip of cinema. It is well known that cinema actors and actresses become politicians after their career in cinema, making use of their black money and fame. Millions and millions are spent in making commercial films, the world over, almost having a parallel economy.

The mega scenes and other glamorous aspects, which people cannot think of in their mundane life, mesmerise people and people become addicted to it. In the process, the negative aspects of cinema get ignored. The so-called educated people are no different from the ordinary laity in their addiction to the cinema. Most of the people in politics are also found to be fans of actors and actresses. We also find that the media is the greatest patron of this money-making industry. The musical melodies in cinema is an added attraction to everyone.

### **9. Psychological impact**

Besides its impact on the economy, society, politics, rationalism etc. it exerts a tremendous effect on people’s psychology. People are exposed to all kinds of emotions in cinema within a short span of 2 to 3 hours. Love, hatred, vengeance, savage violence, rape and many other undesirable activities are shown within such a short period of time.

But for the cinema, many people would not have had occasions in their real-life to experience the kind of scenes such as murder, rape, vengeance shown in the cinema. But such scenes are shown to everyone without any hesitation or restriction in the name of what the cinema people call

entertainment and this can have serious repercussions on people's attitude and life. The children and youth may get desensitised and become insensitive to crimes subsequently in their life. Is It desirable to expose people especially children and youth to so many types of emotions within a 2 to 3-hour span of time? For this, psychologists should conduct studies in this aspect and enlighten the community

### **III Conclusion**

In conclusion, the study of the impact of movies on society is a complex and dynamic field of research. This paper seeks to explore the multifaceted relationship between movies and society, analyzing their reciprocal influence and consequences. By understanding how movies influence beliefs, behaviour, and values, we can better navigate the ethical and social implications of cinematic storytelling, harnessing its potential for positive transformation while addressing its challenges responsibly.

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