

INDIAN MOTION PICTURE: PROMOTING SEX SYMBOLISM

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ABSTRACT

Motion pictures have always been a great tool to influence people's consciousness around their periphery or things that are abstract and can't be seen by naked eyes. Motion pictures have been a great medium to express one's view and more over to show what people want to see. Introduction of film industry initially was just for an entertainment purpose though now in today's world it is a medium to socialise people, youngsters and women. However in Indian film industry, which has been source to entertain not just the people of India but all over the world has one way or the other supported the hypocritical nature of its expression to show females as weak, symbol of sexism and degraded the status of women when on the other hand it talks about women empowerment, shows how women can compete with men to prove that equality is not anymore even the distinction of genes between men and women. This articles deals with the hypocritical nature of Indian film industry that promotes women empowerment but at the same time its showing female figure in a degenerated way that strikes the psychological construction of people especially the young generation and develops a detrimental attitude toward women and girls. In a drastic and severe case such thought process and ideologies gives the incidents of rape, eve teasing, molestation etc. In today's world the primary socialization in one's life starts with family however in family structure the children gets accessed to see the outside world through television. Thus the television has become another major agent of socialisation for children and adolescents. Motion pictures on television cerates a consciousness among the adolescents about the world and life but with an inter-subjectivity of negative and positive consequences on the mental development of the young one when it shows a women more as a symbol of sexism than symbol of empowerment.

KEYWORDS: Indian Film Industry, Bollywood, Sex, Ethics

The contemporary film industry of India knowingly "Bollywood" emerged as major factor to determine one's outlook toward any element of the society. Initially, With the aim to entertain individuals a film focus on story line, content, method acting etc. As the time passed certain aspect became very important for film industry to attract viewers these are those aspects of the films that have subjected women to a detrimental attitude. These contents of any motion pictures have proved beneficial to attract audience but at the cost of effecting the status of women in India be it a civil women or female actresses who works in film industry.

Firstly, **Bold scene:** Any film with a core story line of love relationship tries to represent the love life in one's life. Such story lines are popular among the youths and adolescents. However, the question comes to reflect the emotions, sentiments, taking care of in a love relation between a girl and boy is it necessary to show the intimate scene that depicts a negative psychological thinking of love relations. Such bold scene is stated as the "demand of the script" however it is not the demand of the script rather a mode of attraction to attract those audiences who gets entertain by such scene and content of the film. An unanalysed could be such scene of motion pictures give more gratification to the sexual urge of an individual especially male section of the society, those who have a

pathological consciousness toward womanhood and in extreme cases such psychology gives incidents like rape, molestations, eve teasing etc.

Secondly, **Item songs:** An item number or item song, in Indian cinema is a musical performance that is often shown as a part of the movie but most of the times without any importance to the plot of the movie. However, ironically in today's Indian cinema such item songs are common, in every motion pictures there is one item songs. This is another content of the movie that is used to attract viewers. Such content depicts a woman as '**item**' in other word an object that represents nothing else but a symbol of sex. This is the best representation of the two sided thought of Indian film industry when it tries to promote women empowerment with women oriented movies that address all the social cause of a women's life, on the other hand they are representing them as items which are enjoyed by the un-enlighten patriarchic section for whom women is just a moving flesh to gratify their sexual needs. The girls or women who are living their ordinary life and has nothing to do with such depiction gets subjected to this destructive attitude of men. Such view can be supported with the fact that in recent times crimes against women especially incidents of rape, public molestation and eve teasing has increased.

Thirdly, *Adult comedy* story lines are gaining popularity in contemporary Indian cinemas. As such it has become a topic of entertainment in the sphere of motion pictures. Such movies strive more all the negative factor that diminish the status of women or a girl, their dignity and reduces their respect among the patriarchy section. In such movies women are shown not as a important aspect of the story line but as an superficial aspect that supports the sexual instinct of both man and shows that even women have same level of sexual instinct like men. Adult comedy is a new concept taken from the Hollywood as a combination of Adulthood and comedy. In India even the young and the adolescents are subjected to such movies and with the vast expansion of internet it is difficult even for parents to limit their children access to see such movies. It is right from this point where the young ones gets acquainted with sex culture.

Fourthly, Pornography in the main stream cinema has been bought as a form of art that is growing it grip slowly on Indian cinemas. This is of course is an impact of modernisation and taking the culture of westernisation as western movies can easily represent sex culture in the form of art. But when such representation is made in Indian cinemas it is necessary to think that whether such ideologies will be beneficial for the society to see and get aware of since the Indian society and its ideologies and traditions are very different from that of the western societies especially to that of American society.

It is important to understand that motion pictures represents one's ideology, reflects the social problem of people, a medium to socialise people that includes matured, youngsters, adolescents and young ones. It is the responsibility for the Indian film industry that in the name of entertainment how they

want to socialise people and make them aware of things which are not addressed. It is one of the best mode to empower the status of women, to address the society with the social evils a girl or women had to go through and what should be done to perish them. It should not put the dignity of women at stake in the name of entertainment and further diminish the status of women in India and thus gets subjected to vicious crimes which are very much inhuman in nature. According to NRCB report, the registration of rape cases in 2015 was 34,651 which increased to 38,947 in 2016. The overall crime against women rose from 3,29,243 in 2015 to 3,38,954 in 2016. Crimes or criminals are not fact in itself but these are the product of the virtue of dogmatic ideologies that suppress the idea of women as an dignified symbol and view them as an object for entertainment. Whenever a motion picture is made it keeps its audience of all ages be it old, adult, young or adolescents, so it is the responsibility of the makers to keep the content of the movies in such that doesn't represent a stereotype image of womanhood or blow its dignity rather it is better to strengthen their power so that every women in India feels empowered themselves and might have an impact on those dogmatic ideologies that gives rise to vicious crimes and substantially reduce it.

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