Study of Impact of "Badhaai Ho" Movie on Audience 2019-2020

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ABSTRACT

Background*: Bollywood's revived love for movies with social commentary, which use humor, satire, and drama to reach wider audiences, have opened up discussions on hitherto taboo subjects—from menstruation to erectile dysfunction. The movies of that time advocated equality of caste, class, gender, and bridging of the rural-urban divide. But actors are tackling subjects as diverse as open defecation, erectile dysfunction, unplanned middle-age pregnancy and same-sex love, again, reflecting the zeitgeist.*

Purpose*: The aim of the thesis is to study how subjective movies like these have impacted the audience. Also, to analyze people's perspective towards movies addressing such issues.*

Method*: To accomplish the purpose of this study, we conducted an abductive approach by the aid of quantitative data. The data was gathered through a questionnaire among general public.*

Conclusion*: From the research conducted, I have found that people support the message given in the movie, they feel it is an issue to be addressed and also they can openly discuss such topics with family and friends.*

INTRODUCTION

The history of cinema in India extends back to the beginning of the film era. Following the screening of the Lumière and Robert Paul moving pictures in London (1896), commercial cinematography became a worldwide sensation and by mid-1896 both Lumière and Robert Paul films had been shown in Bombay.

1890's – 1920's was the era of silent films.

First ever silent full length feature film Raja Harishchandra was released in 1913 which turned out to be a commercial success.

In 1920's, films were based on mythology and historical facts. Episodes of Mahabharata and Ramayana dominated the 20's era.

1930's – mid – 1940's was the era of Talkies.

Alam Ara was the first Indian Talkie Movie released in 1931. Thereafter 328 movies were made in 1931.

Late 1940's – 1960's is regarded by film historians as the Golden Age of Indian Cinema.

In 1960's, new directors like Ritvik Ghatak, Mrinal Sen and others focused on the real problems of common men. They directed some outstanding movies which enabled the Indian Film Industry to carve a niche in the International film scenario.

1970's – 1980's was the classic Bollywood Age.

1970's saw the advent of masala movies in Bollywood by the mesmerizing aura of actors like Amitabh Bachan, Rekha, Sharmila Tagore and many more.

1990's – Present is said to be the New Bollywood.

The 1990's saw whole new batch of actors. This new genre of actors used new techniques to enhance their performance which further elevated and upgraded the Indian Film Industry.

Looking back at the timeline of Indian Cinema we realize that directors today are again making movies taking into consideration about the real problems of common men. Now, Movies are mode with a message that are helping start difficult conversation.

Summary of "Badhaai Ho"

"Badhaai Ho" is a 2018 Indian Hindi Language Comedy Drama film directed by Amitravindranath Sharma. Starring Ayushmaan Khurrana, Surekha Sikri, Gajraj Rao, Neena Gupta and Sanya Malhotra. This story talks about a middle-aged couple who gets pregnant much to the disappointment of their adult son, Nakul who is in shock to discover the news and it also talks about his struggle to come to terms with the news that puts his relationship with his girlfriend in jeopardy.

Objectives

- To know which medium is used for visual entertainment.
- To know whether people support the message given in the movie.
- To know about people's response to the movie.
- To know whether people can openly discuss such topics with family and friends.
- To know whether our society accepts unplanned middle-age pregnancy.

Theories Applied

- In this thesis two Theoretical Approaches can be applied as named as under:
  1. Social Cognitive Theory
  2. Authoritarian Theory

RESEARCH METHODOLOGY

Sample Size: For the current study a total of 84 people were approached and taken into consideration for the study.

Sampling Method: People were given the link for filling the questionnaire online. So for the purpose of this study 84 people were selected. Snowball sampling method was used for survey.

Data Collection Tool: People were given the link for filling the questionnaire online. To collect first hand/primary data a cloe ended, multiple choice, checkboxes, questionnaire was prepared and was administered to the sample of sample of respondents selected for the study.

Data Presentation Tools: In the project report the data is analyzed with the help of MS excel (Bar Graphs, Pie Charts, Tables, etc). These have been specifically used to present the data collected from respondents through questionnaire.

Variables- Movies are an Independent variable and Audience is the Dependent variable.

Data Analysis

Questions

1. Which medium do you use for entertainment?
2. **Which movie genre do you prefer?**
3. Where do you watch films?
4. How frequently do you visit theatres?
5. Who do you watch films with?
6. Which entertainment industry do you prefer to watch?
7. Have you watched "Badhaai Ho'?
8. How many times have you watched Badhaai Ho?
9. You like Badhaai Ho because:
10. Do you support the message given in the movie?
11. What was your response to this movie?
12. Can you openly discuss such topics with family and friends?
13. Do you think our society accepts unplanned middle-age pregnancy?
14. Would you recommend this movie to someone?

Findings

Based on the Data Analysis of the quantitative method of this thesis, Researcher came into Findings according to Individual Objectives of this Thesis.

1. **To know which medium is used for visual entertainment.**

By the Questionnaire's question number 1 of Section-B (Socio Economic), researcher came to know that 46.4% people use movies as a medium for visual entertainment.

2. **To know whether people support the message given in the movie.**

By the Questionnaire's question number 4 of Section-C, researcher came to know that 92.9% of respondents support the message given in them movie.

3. To know about people's response to the movie.

By the Questionnaire's question number 5 of Section-C, researcher came to know that 83.3% of respondents feel that it is an issue to be addressed.

4. To know whether people can openly discuss such topics with family and friends. By the Questionnaire's question number 6 of Section-C, researcher came to know that 76.2% respondents feel that they can openly discuss such topics with family and friends.

5. To know whether our society accepts unplanned middle age pregnancy.

By the Questionnaire's question number 7 of Section-C, researcher came to know that 60.7% of respondents think that our society does not accept unplanned middle age pregnancy.

Suggestion

Filmmakers agree that these unconventional and often taboo themes are gateways for exploring larger issues. Humor makes conversation easy and not heavy. Preaching doesn't work at all. A subtle, visual and light-footed in approach helps the audience take a message home. Everyone should fear little of themselves on screen and connect with the characters on some way or another so that people realize about such issues in the society. The purpose of films like these is to strike a conversation. The first step is to present the subject matter and then hope that a large section of the audience participate in the conversation, which eventually translates to collection. Such movies should be made often so that there is realization in the society and people can accept others the way they are.

CONCLUSION

From the research conducted, I can conclude that audience are now more accepting of once whispered themes. When I was growing up, we weren't so comfortable if sanitary pads or erectile dysfunction were discussed. But now we can talk about these so-called taboo subjects with anybody. That's a big social change in the Indian middle-class and upper middle-class. But there are also people who avoid talking about such topics. Having actors attached to such movies helps. Actors are much more open now because they can see how the audience is evolving and more accepting of such films. I feel that majority people support the message given in the movie, people are slowly accepting such things as they feel that it is an issue to be addressed and also they can openly discuss about such topics with family and friends.

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