

BOLLYWOOD MOVIES' CDS AND NATIVE TEENAGERS' CHOICES

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ABSTRACT

This article explores the teenagers' likelihood of one of the new computer technologies CDs containing Bollywood movies. 200 teenagers of age 13 to 16 from four high schools of district Lunny Marwat are interviewed to probe how this new technology is being fulfilling the entertainment need of the new generation. Results illustrate that the teenagers are more interested in the movie's content carrying action, comedy, more violence and good story, suspense, lyrical music and the use of the new technologies. They prefer to use the movies CDs that are only easily available everywhere but also giving the user much control and choice mechanism over the entertainment content. The findings reveal that the respondents taking more interest in movies actor. The results further reveal that the news computer technology created a new CDs culture among the teenagers.

INTRODUCTION

Bollywood the Indian based film industry probably another largest film producing industry in the world. From relatively modest beginnings, it has grown into mass dream factory whose products are necessary 'fixes' for an essentially indiscriminating mass audience. It is difficult to distinguish between art and life in south Asian society; they no longer imitate each other but appear to have merged. Political philosophies, social values, group behavior, speech and dress in society are reflected in the cinema and, like a true mirror, reflect back in society (Ahmed, 1992). The stars also cross from their fantasy world into politics to emerge as powerful figures guiding the destiny of millions. It is thus possible to view the cinema as legitimate metaphor for society; this perception helps us to understand society better.

Two interconnected feature may characterize South Asian Society: rapid changes (urbanization, rise of communalism, and growth of new classes and breakdown of older structures) law and order, feudal, caste and class). Considering the rapidity and complexity of change it is not easy to categorize south Asia into historical phases. But 1947, the year of the Independence of India and the creation of Pakistan, and 1971 when Pakistan broke into two, are appropriate to use as dividing lines. After 1971 India emerged as the dominant power in South Asia. The international media

reflected the changes. The new Indian assertiveness is a reflection of the new middle class. This class is spread throughout India, and dominates its cultural and political life. How it thinks and behaves have an influence on India's relations with its neighbors.

Film's function is, of course, partly in the eye of the beholder. The main function of films has been, throughout their history, to entertain. In this very important respect, movies differ from the print and broadcast media. We refer not to their obvious mechanical aspects, but to the traditional functions inherent in their origins. The origins of magazines and newspapers were related to the functions of providing information and influencing opinion, but films grew from the traditions of both theater and popular amusements. These traditions had far less to do with transmitting information and opinion. Their central focus was always on entertainment (Husain 1989). Today, films continue those traditions and their principal functions have always been to take their viewers away from the pressing issues and mundane details of everyday life, rather than to focus attention on them.

Historical Perspective: The first film of Bollywood was produced in Bombay in 1896. The Time of India, considered it as strange of the century (Burra, 1981). In 1912 a film (Pindlak) attracts the viewers towards itself. D. G. Palik was the man who led the foundation of