

HOLLYWOOD MOVIES' CDS AND THE NATIVE YOUTHS' NATURE OF INTEREST

MUHAMMAD NAWAZ MAHSUD

*Department of Journalism and Mass Communication, Gomal University, Dera Ismail Khan (NWFP)
Pakistan*

ABSTRACT

This paper highlights the importance of computer CDs containing Hollywood movies in the lives of native youngsters. 200 youths of age 20 to 25 hailing from various disciplines of Gomal University and its affiliated colleges are interviewed. Results reveal that the new computer technology (CDs) containing the Hollywood movies has dramatic influence on the native youth segment. They are heavy CDs users of the Hollywood movies consumption market as compared to TV movies and cinema. The most important point is that overall sampled youths are now spending more money and more time on Hollywood movies CDs than ever before. The scores on the entertainment index consist of multidimensional choices obviously illustrate that the youthful segment very significantly shown their satisfaction with the movies' sex, and violence content charged with the use of high sophisticated technologies. The reason for spending too much amount of time and money is mostly for getting relaxation.

INTRODUCTION

In England the movie theater was originally called "The Bioscope," because of its visual presentation of the actual movement of the forms of life (from Greek Bios, way of life). The movie, by which we roll up the real world on a spool in order to unroll it as magic carpet of fantasy, is a spectacular wedding of the old mechanical technology and the new electric world (McLuhan, 2002, p. 310). Movies assume high level of literacy in their users and prove baffling to the non-literate. The movie is not only a supreme expression of mechanism, but paradoxically it offers as product the most magical of consumer commodities, namely dreams. It is, therefore, not accidental that the movie has excelled as a medium that offers poor people roles of riches and power beyond the dreams of avarice. This strategy, however, deplorable in the light of the 'absolute ideal good,' was perfectly in accord with film form. The film not only accompanied the first great consumer age, but was also incentive, advertisement and, in itself, a major commodity. Now in terms of media study it is clear that the power of film to store information in accessible form is unrivaled (Curran, 2002). McLuhan further points out that the press, radio and TV, and the comics are also art forms dependent

upon entire teams and hierarchies of skill in corporate action. But the film is not really a single medium like song or the written word, but a collective of art form with different individuals directing color, lighting, sound, acting, speaking. The film is the rival of the book in that sense. TV in turn is the rival of the magazine because of its mosaic power. Ideas presented as a sequence of shots or pictorialized situations, almost in the manner of a teaching machine. Film is an important and effective medium of communication and is seen all over the world with pleasure. It has become a social happening and is discussed in everyday talk. Gamble (1989) points out that 'a majority of movies is a community event; it is announced in the news media and in advertising'. It is discussed and anticipated by its potential audience as well as by other who may not be film goers at all; and it becomes a personal experience, one that will be shared in social interaction for months to come. The movies continue to have a large and influential place in the mass media as well as in mass culture. Importance of film industry reveals that the film will be the tool of encountering among religious, nations, countries and multi-national companies. We can see the Americans, British, and Indians controlling the film industry. They are injecting their own inspirations keeping in mind their social,