

PRESENTATION OF MINORITY IN MEDIA AND FILMS

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ABSTARCT:

Today social Media has become prominent in world of globalization. The first and the most important purpose of the mass media is to inform and educate people about important events taking place around them. The second is to amuse people various forms of media include Television broadcast, radio broadcast, print media, Internet, mobile phone applications etc. Mass media has a huge impact on society as it influences their insight. "Today a country belongs to the person who controls communications" this is the power of Media. It can turn a Villain into a Hero, or vice-versa in no time. However it has been observed that the minority is projected in bad light in media and films in last few decades. There is stereotyping of particular minority through media and films. This in term affects the entire perception of the masses. The paper discusses some recent example of minority discourses in media and films.

INTRODUCTION:

The first and the most relevant purpose of the mass media is to inform and educate people about important events taking place around them. The mass media is a term that used to mark a part of the media that is specifically designed to reach a very large audience such as the population of a nation as the audience is interested in knowing the news and to know what is happening around them.

The second is to entertain people. Mass media can have a lot of goals and aims to improve our life in this country. It can state a range of purposes like Advocacy for business

and social concerns, which comprises of advertising, marketing, propaganda, public relations, and political communication. It can also have enrichment and education, entertainment, journalism and public service announcements. Broadcast: Television and radio programs are distributed through radio broadcasting over frequency bands that are highly regulated by the Information and Broadcasting Ministry of India. Such regulation includes determination of the width of the bands, range, licensing, types of receivers and transmitters used, and acceptable content. Film: Films are very powerful as they influence the perception of its viewers. Film is considered by many to be an important art form; films entertain, educate, enlighten and inspire audiences. Any film can become a worldwide attraction, especially with the addition of dubbing or subtitles that translate the film message. Films are also artifacts created by specific cultures, which reflect those cultures, and, in turn, affect them. "Cross-media" means the idea of distributing the same message through different media channels. The Internet is quickly becoming the center of mass media. Everything is becoming accessible via the internet. Instead of picking up a newspaper, or watching the 10 o' clock news, people can log onto the internet to get the news they want, when they want it. Print media: Books, Magazines and journals are losing its charm as people these days prefer audio-visual platforms. Newspaper still is considered to be more traditional and formal medium of communication. A newspaper is a publication containing news and information and advertising. Professions involving mass media: News-oriented journalism is sometimes

described as the “first rough draft of history” (attributed to Phil Graham), because journalists often record important events, producing news articles on short deadlines. Many news organizations claim proud traditions of holding government officials and institutions accountable to the public, while media critics have raised questions about holding the press itself accountable.

Public relations is the art and science of managing communication between an organization and its key publics to build, manage and sustain its positive image. For Example, Politicians use public relations to attract votes and raise money, and, when successful at the ballot box, to promote and defend their service in office, within an eye to the next election or, at career’s end, to their legacy.

The History: The phrase “the media” began to be used in the 1920s. The audio-visual facilities became very popular, because they provided both information and entertainment as it was easier for the general public to passively watch TV than to actively read. In recent times, the Internet became the latest and most popular mass medium. One can do many activities at the same time, such as playing games, listening to music, and social networking, irrespective of location. In a democratic society, some consider the concentration of media ownership to be a threat to democracy.

INFLUENCE AND SOCIOLOGY:

Not long ago, if you wanted to seize political power in a country, you had merely to control the army and the police. Today it is only in the most backward countries that fascist generals, still use tanks. “Today a country belongs to the person who controls communications”.

In an article entitled Mass Media Influence on Society, Rayuso argues that the

world media is dominated by five major companies (Time Warner, VIACOM, Vivendi Universal, Walt Disney and News Corp) which own 95% of all mass media including movie studios, television, News Channels, sports entertainment electronic media and music companies. Recently they have merged to form an elite which have the power to shape the opinion and beliefs of people. People buy after seeing thousands of advertisements by various companies in TV, newspapers or magazines, which are able to affect their purchasing decisions. The definition of what is acceptable by society is dictated by the media. After the attacks of 9/11 the media gave extensive coverage of the event and exposed Osama’s guilt for the attack, information they were told by the authorities. This shaped the public opinion to support the war on terrorism, and later, the war on Iraq. A main concern is that due to this immense power of the mass media (being able to drive the public opinion) media receiving inaccurate information could cause the public opinion to support the wrong cause. In 1997, J.R. Finnegan Jr. and K. Viswanath identified the main effects of mass media. Agenda Setting: People are influenced in how they think about issues due to the selective nature of what media choose for public consumption. J.J. Davis states that “when risks are highlighted in the media, particularly in great detail, the extent of agenda setting is likely to be based on the degree to which a public sense of outrage and threat is provoked” . Cultivation of Perceptions: The extent to which media exposure shapes audience perceptions over time is known as cultivation. Television is a common experience, to the point where it can be described as a “homogenizing agent” (S.W. Littlejohn). However, instead of being merely a result of the TV, the effect is often based on socioeconomic factors. Having a prolonged exposure to TV or movie violence might affect a viewer. Stereotyping of

Minorities Mass media has played a large role in the way Indians perceives its minority. The media focus on minority in the contexts of crime, polygamy, frauds, drug use, gang violence, and other forms of anti-social behavior has resulted in a distorted and harmful public perception of Minority. Minority have been subjected to oppression and discrimination for the past few decades. According to Stephen Balkaran in his article Mass Media and Racism, "The media has played a key role in perpetuating the effects of this historical oppression and in contributing to Minority (African-Americans) continuing status as second-class citizens". This has resulted in an uncertainty among white Americans as to what the genuine nature of Minority really is despite the resulting racial divide, the fact that these people are undeniably American Has "raised doubts about the white man's value system". This means that there is a somewhat "troubling suspicion" among some Americans that their white America is tainted by the black influence.

Christians as represented in Films:

Catholics had threatened to stop the screening of 'Kamaal Dhamaal Malamaal' (2012), Hindi movie directed by Priyadarshan, if certain scenes making a "disrespectful portrayal" of the Christian community and its priests are not deleted, an official said here on Sunday. Catholic groups and a priest representing the Archdiocese of Bombay registered a protest to Central Board of Film Certification chairperson Leela Samson. Its Copies, highlighting the community's grievances were also been sent to Information & Broadcasting Minister Ambika Soni and censor board CEO Pankaja Thakur, according to Judith Monteiro, secretary of Association of Concerned Catholics (AOCC). Catholic Secular Forum chief Joseph Dias pointed out that stereotyping of Christians has existed in films.

"This time with the priest shown in such bad light, Bollywood has hit a new low. We call for the resignation of Leela Samson and transfer of (Pankaja) Thakur," an angry Dias said. Father Rueben Tellis, representative of the Archdiocese of Bombay, also referred to an earlier movie, "Kya Superkool Hai Hum" (2012) which had offensive scenes of a Catholic priest and reiterated the community's demand for a permanent representative on the censor board to prevent such recurrences in the guise of "cinematic liberty". The Congress in Goa Thursday demanded a ban on the Ekta Kapoor produced film Kya Superkool Hain Hum, saying the film offended the sensibilities of the Christian community. Addressing a press conference, Congress spokesperson and legislator Reginaldo Lourenco said that a first information report (FIR) would be filed against Kapoor in Panaji Friday. "We are demanding a ban on the screening of the film because it insults Christians. The FIR will be filed tomorrow," Lourenco said. A scene in the film, which stars Tusshar Kapoor and Riteish Deshmukh, shows another actor, Chunky Pandey (playing the role of a priest), solemnise the wedding of a dog and a bitch.

Sikhs as represented in Films:

To put an end to the controversy surrounding their Bollywood flick Son of Sardar, actors Ajay Devgan and Sanjay Dutt have agreed to remove such portions of the movie which have hurt the Sikh community. Peermohammad had also objected the scene where Ajay was flaunting his chest with a tattoo of Hindu God Shiva engraved on it as the Sikh religion did not believe in idol worship. After meeting Ajay, Peermohammad praised him for the work he has done in his previous movies. He added that film actors are role model for the society and children and youngsters readily copy whatever they watch in the movies. The AISSF president further said

that the final decision in this regard will be taken by the Akal Takht Jathedar Gyani Gurbachan Singh. complaint was moved under Section 295-A (blasphemy) and Sections 500/501 (Defamation) of Indian Penal Code for summoning the accused and trying him for the offences committed by him by producing and acting in the film “Son of Sardar” in which he had hurt the religious sentiments of the complainant and the Sikh community as well as defamed the Sikh community. These dialogues have lowered the image of Sikh’s in the mind of general public and have made them a laughing stock for people and defamed the Sikh community” the complainant has maintained. “Thus invited trial and punishment for offence as defined under section 499 of Indian Penal Code and provided with punishment under section 500 of Indian Penal Code” added the complainant filed in the Court of Chief Judicial Magistrate, Fategarh Sahib. Later Ajay Devgan removed those scenes. Controversies: Sikh community had expressed their displeasure over the portrayal of Sikhs in the movie Singh is King (2008). The Delhi Sikh Gurdwara Management Committee (DSGMC) sought a ban

on the movie, saying that it “ridiculed” the Sikh community. It wrote a letter to Sheila Dikshit, the chief minister of Delhi, asking her to ban the movie. The main objection raised was that the film promos showed Akshay Kumar’s character sporting a trimmed beard, which Sikhs found offensive. Akshay Kumar and Vipul Shal had a 50-minute discussion with the DSGMC authorities who requested twelve changes, with which the filmmakers complied. As a result of the discussion, DSGMC gave a “clean chit” to the movie on 7 August 2008.

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