

CINEMA THROUGH THE LENS OF MORALES AND ITS INFLUENCE ON THE MASSES

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ABSTRACT

Since its invention in the late 19th century, cinema has played a vital role in popular culture. It is a sort of art that sparks our imaginations, elicits our feelings, and stimulates our thinking. Film has influenced the way we think, feel, and view the world over time, becoming a crucial part of our everyday existence. It possesses a special capacity for conveying historical events, social conventions, and cultural values in a form that is accessible and simple to comprehend. Our views and ideas can be influenced by film in many different ways. It allows us to experience things we may never encounter in our daily life by giving us a look into many realms and realities. Since its invention in the late 19th century, cinema has played a vital role in popular culture. It is a sort of art that sparks our imaginations, elicits our feelings, and stimulates our thinking. Film has influenced the way we think, feel, and view the world over time, becoming a crucial part of our everyday existence. It possesses a special capacity for conveying historical events, social conventions, and cultural values in a form that is accessible and simple to comprehend. Moreover, film serves as a mirror to society, reflecting the values, concerns, and aspirations of its time. In moments of cultural change, films often capture the pulse of social movements and influence public discourse. From the rise of feminism depicted in classic films to the exploration of technological anxieties in modern sci-fi, cinema responds to and shapes societal shifts. It acts as both a product of its environment and a catalyst for future change, encouraging dialogue and thought-provoking discussions.

As technology continues to advance, the boundaries of what is possible in film expand. With the advent of digital effects, virtual reality, and interactive storytelling, the potential for cinema to evolve and inspire is limitless. Whether through an intimate drama or a large-scale action spectacle, film will undoubtedly continue to impact our collective consciousness, offering new ways to connect with the world and each other. In this way, cinema remains one of the most influential forms of art, shaping not just entertainment, but also culture, politics, and identity.

Keyword: *Cinema, society, Art, Industry, Influence, Factors, Culture.*

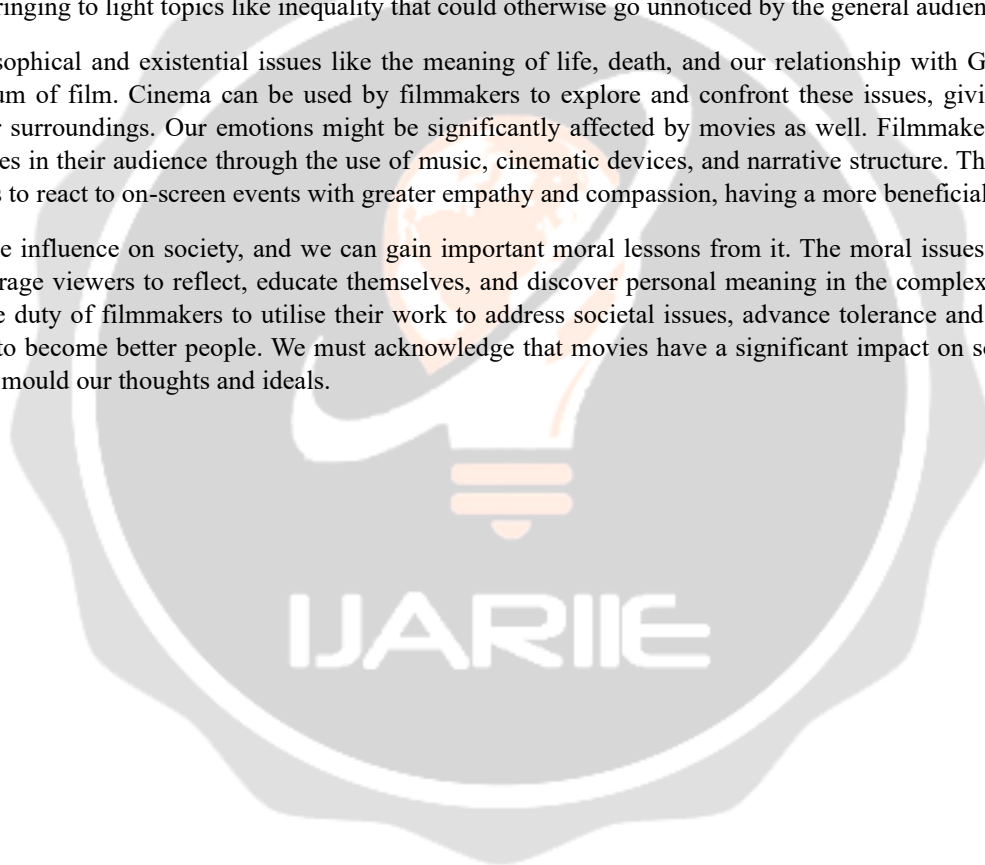
Chapter 1: INTRODUCTION TO CINEMA AND ITS MORALITY AND HOW IT INFLUENCES THE MASSES.

Cinema can be viewed as a type of art that significantly affects the general public. Global film industries have a huge amount of influence over the beliefs, values, and public consciousness. Filmmakers have the chance to investigate social, political, and cultural issues that have an impact on our daily lives through this creative medium. Movies can teach morals and values through their plots and characters. Cinema stimulates several senses and is more accessible to a wide range of consumers since it is an audio-visual medium. Cinema can be used by filmmakers to inspire, encourage, and educate audiences in addition to amusing them.

Moral principles are frequently portrayed in movie themes that contrast good and evil, right and wrong, and ethical conundrums. By establishing moral guidelines in their works, filmmakers can influence society to adopt more virtuous lifestyles. Instilling positive attitudes and motivating viewers to act morally are two ways that moral themes in movies can have a positive impact on society. Through their work, filmmakers have the ability to shape societal values and ideas. Films, for instance, can be crucial in advancing and defending human rights, advancing social justice, and deterring negative behaviours like discrimination and injustice. Films can aid in bringing to light topics like inequality that could otherwise go unnoticed by the general audience.

In addition, philosophical and existential issues like the meaning of life, death, and our relationship with God can be explored through the medium of film. Cinema can be used by filmmakers to explore and confront these issues, giving viewers a better awareness of their surroundings. Our emotions might be significantly affected by movies as well. Filmmakers can evoke strong emotional responses in their audience through the use of music, cinematic devices, and narrative structure. This link, in turn, may encourage viewers to react to on-screen events with greater empathy and compassion, having a more beneficial social influence.

Cinema has a huge influence on society, and we can gain important moral lessons from it. The moral issues that are covered in movies can encourage viewers to reflect, educate themselves, and discover personal meaning in the complex world they live in. Therefore, it is the duty of filmmakers to utilise their work to address societal issues, advance tolerance and understanding, and motivate viewers to become better people. We must acknowledge that movies have a significant impact on society and that they have the ability to mould our thoughts and ideals.



Chapter 2: HERE ARE THE MOVIES WITH MORALES AND HAD A HUGE INFLUENCE AMONG PEOPLE.

1. James Cameron's 1997 epic romance/drama film *Titanic* is without a doubt one of the most important films of the 20th century. It not only launched Leonardo DiCaprio's career but also helped people understand that love knows no bounds. The film, which tells the story of the RMS *Titanic*'s tragic voyage, became a cultural sensation, earning over \$2 billion globally and winning 11 Academy Awards. The film has become a revered classic due to its careful attention to detail, magnificent cinematography, and compelling plot.
2. The *Shawshank Redemption* (1994), a Frank Darabont masterpiece, is the ideal illustration of a movie that takes you on an emotional trip yet doesn't rush you through it. The *Shawshank Redemption*, which is based on Stephen King's book, follows the tale of Andy Dufresne (Tim Robbins), a man who is wrongfully convicted of murder and given a life sentence in prison. The film, which has endured to rank among the most beloved and acclaimed works of all time, is a potent study of hope, friendship.
3. George Lucas' space epic *Star Wars* (1977), which many initially regarded as being only for kids, went on to become a cultural phenomenon that has had an impact on popular culture in general as well as the film industry. *Star Wars* expanded the boundaries of science fiction and fantasy storytelling with its enduring characters, ground-breaking spectacular effects, and compelling narrative. Nearly 50 years later, the legacy of this franchise is still being felt.
4. *The Godfather* (1972), a masterpiece by Francis Ford Coppola, is recognised as one of the greatest movies ever created. One of the most powerful crime families in New York City, the Corleone family, is the subject of the film. *The Godfather* is an engrossing examination of authority, atonement, and the workings of a criminal empire. The movie's famous performances by Marlon Brando and Al Pacino redefined acting, and its complex story and ideas have drawn viewers in time and again.
5. *The Truman Show* (1998) is a movie that raises a lot of issues regarding reality, identity, and interpersonal relationships. Jim Carrey's character Truman Burbank (the protagonist of the story) resides in a picture-perfect small town that is actually an elaborate set for a television programme. The film explores surveillance, consumerism, and the impact of the media on society in a provocative way. As we struggle to understand how social media and the internet affect our lives, its message is still pertinent today.
6. *The Matrix* (1999) - *The Matrix* is a groundbreaking science fiction movie that transformed how action movies are produced. The Wachowski siblings are the film's directors, and the plot revolves around themes of existence, reality, and identity. Since its premiere, several other films have aped the film's groundbreaking use of special effects, martial arts, and bullet time sequences, making it a legendary and influential work of art.
7. *Jaws* (1975) by Steven Spielberg is a suspenseful thriller that throughout its original run left viewers on the edge of their seats. The plot revolves around a group of individuals who attempt to apprehend a massive great white shark that has been mauling beachgoers in a tiny town. *Jaws* is a great example of tension-filled cinema, and it gave rise to a whole subgenre of horror movies that use animals and natural calamities.
8. Oskar Schindler, a German businessman who rescued the lives of more than a thousand Jews during the Holocaust, is the subject of the moving, emotional 1993 film *Schindler's List*. The film, which Steven Spielberg directed, is a chilling depiction of the horrors of genocide and the inherent evil in people. Numerous individuals have been motivated to confront injustice and discrimination by the film's message of compassion and selflessness.
9. 2018's *Black Panther* The first significant superhero film with an almost all black cast and crew was *Black Panther*. The movie was a critical and financial success, igniting discussions about Black culture, diversity, and representation in

Hollywood. The film, which takes place in the fictitious African country of Wakanda, examines issues of history, identity, and the use of technology in contemporary life.

Chapter3: EFFECT AND CHANGES HAPPENED IN INDIA DUE TO CINEMAS OVER THE PAST YEARS

For many years now, Indian film has been an essential component of Indian culture. It has had a tremendous influence on Indian society over time, affecting it in all conceivable ways. Indian film has significantly influenced how people think, dress, speak, and act. Indian film has always aimed to create a lasting impression on its audience, whether it is via the representation of Indian values and traditions or the presentation of a more modern and contemporary India.

Here are a few factors that contribute to Indian cinema's widespread effect on society:

It represents the society we live in: Indian film frequently depicts the challenges and joys of the average man in his day-to-day life. Whether it is about questioning the existing quo or shattering social and cultural conventions, Indian film has always tried to convey the spirit of its populace. People have been able to connect with the characters as a result, sympathise with their issues, and take comfort in their triumphs. Menstrual hygiene was brought to light by movies like *Pad Man*, which was based on the story of a social entrepreneur who invented a low-cost sanitary pad manufacturing machine. This had a beneficial influence on people's attitudes. It supports Indian culture and customs: Indian film has always worked to further Indian culture and customs. Indian film has always highlighted the essence of what it means to be an Indian, from exhibiting the rich Indian past via numerous dance styles to highlighting the beauty of Indian festivals. It has revitalised ancient practises and provided a voice to indigenous creative forms. An excellent illustration of how Indian cinema has successfully conveyed Indian culture to the globe is the popular song "Devdas" from the movie *Devdas*. The song attracted listeners all over the world and helped them realise the beauty of Indian dance traditions by showcasing the classical dance style "Kathak". It has had an effect on fashion and style: Fashion and style trends in India have been greatly influenced by Indian film. People frequently look to celebrities for fashion inspiration since they frequently wear the newest trends and styles. Bollywood has made a huge contribution to the revival of traditional Indian clothing, including sarees and lehengas.

For instance, the fashion trend of donning a yellow saree for the haldi ceremony was popularised by the movie *Dilwale Dulhaniya Le Jayenge*. The "Anarkali" suit, which has grown in popularity among ladies as a fashion statement for weddings and other festive events, was similarly well displayed in the movie *Devdas*. Indian film has significantly impacted India's economy; hence it has had an effect. One of the biggest in the world, the Indian film industry has given millions of people jobs. In addition to creating direct employment, it has also generated indirect job possibilities through businesses like catering, transportation, and equipment rental firms, among others. The promotion of tourism in India has also benefited significantly from Indian movies. The beauty of numerous sites in India has been highlighted in movies like *Dilwale Dulhaniya Le Jayenge*, *Kabhi Alvida Na Kehna*, and *Yeh Jawaani Hai Deewani*, which has increased the number of tourists visiting the country. It has raised awareness of social concerns: Creating awareness of social issues has always been a top priority for Indian film. It has provided voice to underrepresented groups and raised awareness to a number of problems facing Indian society. Indian cinema has influenced society positively through its medium and contributed to societal transformation.

For instance, the movie *Pink* raised awareness about consent and sexual harassment, while the movie *Taare Zameen Par* emphasised the difficulties that people with learning impairments confront. Similar topics were addressed in the movies *Talaash*, *Article 15*, and *Chak De India*, which focused on communalism, corruption, and women's emancipation, respectively.

Chapter 4: DIFFERENT AGE GROUPS WHO AND HOW HAS BEEN INFLUENCED BY MOVIES.

Since its debut, cinema has been an important source of pleasure for people of all ages. It has the ability to take us to many realms, arouse emotions, and make contact with our most buried needs. The impact of movies on different age groups is apparent, though. It has the capacity to influence our values, attitudes, and beliefs. This article will examine how age categories are influenced by movies and how it affects how we see ourselves and the world around us.

When it comes to the impact of film, children are among the age groups that are most susceptible. They are still forming their identities and are quite receptive to the themes that movies convey.

Children's movies typically show their characters and storylines in an exaggerated way to make it more exciting for children. Children's perceptions of themselves and their own personalities may change as a result of seeing these characters. Children may begin to see confidence and extroversion as desirable qualities and may want to replicate them if a character in the film is portrayed as having these qualities. In contrast, if a figure is portrayed as helpless and helpless, kids may begin to identify that identity with negative traits.

Children's movies often transmit some values and views that parents would like to see their children embrace. They are typically instructive and moralistic in character. Children's movies, for instance, frequently advocate for kindness, compassion, and understanding for others. They instil in kids the idea that everyone deserves respect and that no one should be treated unfairly because of the way they look or their socioeconomic standing. Cinema does a great job of promoting these ideals and ideas in children's heads, and it is crucial to do so.

Another age group that is greatly impacted by movies is young adults. Young adults are in the process of coming to terms with who they are and where they fit in the world. Young adults frequently look for movies that push the boundaries of what is deemed "safe" cinema and that intellectually and emotionally challenge them. Young adult movies frequently feature themes like love, social injustice, self-discovery, and identity. Young people can relate to these issues because they reflect their experiences and difficulties in the outside world. Themes like love, sorrow, and self-discovery have been tackled in films like "The Fault in Our Stars," "The Perks of Being a Wallflower," and "To All the Boys I've Loved Before" in a raw and emotional way that has struck a chord with young viewers. The fashion, lifestyle, and social conventions that are represented in movies have a significant impact on young people as well. They are more prone to model their behaviour after their favourite personalities and adopt their attitudes and sense of style. Movies like "The Devil Wears Prada" and "Sex and the City" have emerged as important cultural touchstones that have profoundly affected how young adults view relationships, fashion, and attractiveness.

Another age group that is greatly impacted by movies is middle-aged people. They are in a stage of life where they are more likely to start a family and have established themselves in their jobs. Films geared at this age range typically cover topics like relationships, careers, and personal development. Middle-aged people are frequently more contemplative and introspective, and watching movies gives them a platform to express their sentiments. With middle-aged audiences, movies like "The Pursuit of Happiness," "Into the Wild," and "Wild" have dealt with themes of personal development, self-discovery, and the pursuit of happiness in a way that has struck a deep chord.

Additionally, the cinema has significantly influenced how society views many situations. With their treatment of homosexuality-related issues, movies like "Philadelphia," "Brokeback Mountain," and "Moonlight" have aided in fostering tolerance and acceptance

of the LGBTQ population. Similar to this, movies like "Precious" and "The Help" have addressed racial issues and served to spread understanding and empathy for many ethnic groups. The themes and values that movies express have a big impact on age groups, therefore it's important to comprehend them. Cinema gives us a window into the world, and it has the ability to mould our attitudes, convictions, and moral standards. It is crucial to utilise film as a vehicle to spread uplifting ideas and viewpoints that might be advantageous to society as a whole. Cinema need to be seen as a form of expression that fosters contemplation, introspection, empathy, and enables us to connect with our most enduring wishes and goals.



Chapter 5: MOVIES THAT LED TO SOCIAL CONTROVERSIES BY INFLUENCING THEM

Movies have always been an effective tool to reach a wide audience with messages and ideas. Due to its delicate subject matter or inaccurate portrayals of specific groups of people, several movies have, on occasion, also sparked social problems. These incidents have spurred discussions and debates, which have improved knowledge of the pertinent topics. We will talk about some of the movies that have generated social controversy over the years in this post.

5.1 The Birth of a Nation (1915)

The Birth of a Nation, a silent film directed by D.W. Griffith, showed Black people in a highly stereotyped and racist manner while presenting the Ku Klux Klan favourably. Civil rights organisations expressed outrage and protested the film, claiming that it supported white supremacy and racial segregation. Even the showing of the movie was prohibited in several states. Others countered that it correctly depicted history and was a work of cinematic art. Despite the controversy, The Birth of a Nation is regarded as a seminal picture in the history of American cinema, as it pioneered new filmmaking methods.

5.2 Do the Right Thing (1989)

Do the Right Thing, a film directed by Spike Lee, depicted racial tensions and police violence following the murder of an African-American man in New York City. As it portrayed the tensions between the African-American community and the police, the film prompted discussions and disputes over racial issues. While some critics said the film incited racial animosity and violence, others claimed it properly portrayed the lives of people of colour in metropolitan settings. Do the Right Thing is regarded as a landmark film in the representation of racial relations in the United States notwithstanding the controversy.

5.3 Brokeback Mountain (2005)

In the Ang Lee-directed film Brokeback Mountain, Heath Ledger and Jake Gyllenhaal play two guys who are in a love relationship. The film generated discussions on homosexuality and the portrayal of LGBTQ people in popular culture. While some reviewers said the film condoned homosexuality and was immoral, others claimed it was a moving and heartbreaking depiction of love and loss. Because of the controversies surrounding it, Brokeback Mountain is now regarded as a seminal film in the representation of LGBTQ characters.

5.4 The Passion of the Christ (2004)

The Passion of the Christ, a film directed by Mel Gibson, portrayed the crucifixion of Jesus Christ in graphic detail. As it featured images of extreme brutality and torture, the film generated discussions and arguments regarding religion and violence. Critics disagreed on whether the film truly captured Jesus Christ's suffering or if it was anti-Semitic and encouraged hatred of Jews. The discussion concerning how religion is portrayed in popular culture has progressed as a result of the debate surrounding The Passion of the Christ.

5.5 AMERICAN SNIPER (2014)

American Sniper, a Clint Eastwood-directed film, was based on the life of Chris Kyle, a Navy SEAL who fought in the Iraq War. As it portrayed Kyle as a hero and the Iraqis as villains, the film provoked discussions and disputes over how war and soldiers should be portrayed. While some critics claimed that the film glorified violence and conflict, others asserted that it faithfully captured the perspectives of troops who had served in the Iraq conflict. The debate over how war and the military are portrayed in the media has progressed as a result of the controversy surrounding American Sniper.

Chapter 6: CONCLUSION

Movies have always been a potent form of communication that may affect and mould how society views certain subjects. It is a type of art that, more than any other, has the power to uplift, encourage, and inform audiences. Movies may make viewers laugh, weep, or feel afraid, and this emotional connection can make them powerful vehicles for spreading principles and values among the general public. Movies may have a beneficial or detrimental effect on morality and values. Positive moral and value depiction may provide viewers direction and motivation.

Children may learn how to stand up for what they believe in, to be brave and kind, to be loving and sensitive towards others, and to be responsible and honest by watching movies featuring strong and inspirational characters. Contrarily, films with questionable morals and ideals might have a detrimental impact on the viewer. Movies that depict drugs, violence, or pornography, for instance, might desensitise young viewers to these concerns and make them more receptive to harmful influences. Since the content of movies is now more widely available to the general public thanks to streaming services and social media, the question of how movies affect morality and values has grown in importance. Additionally, the popularity of the internet and social media has made it simpler for people to express their views on movies and the messages they convey, whether they are favourable or not. As a result, it is even more crucial for filmmakers to take responsibility for the material they create.

There have been several occasions in recent years where movies with moral or values-based content have had a profound influence on society. For instance, Guillermo del Toro's film *The Shape of Water* has received praise for its message of love and tolerance as well as its denunciation of prejudice and bigotry. The movie encouraged viewers to show compassion and goodwill to others, regardless of their differences in race, sexual orientation, or outward appearance. *Wonder*, a film by Stephen Chbosky, was another that profoundly affected morals and ideals. The narrative of a little kid named August, who has terrible facial defects, is used in the movie to encourage good connections and charity. The film encourages viewers to provide kindness and compassion to others, regardless of their differences or difficulties.

In addition, films like *My Sister Is Khan*, *The Pursuit of Happiness*, *Forest Gump*, and *The Fault in Our Stars*, to mention a few, have discussed a variety of societal problems including prejudice, racism, discrimination, poverty, and mental diseases. These movies spread optimistic, tenacious, and enduring themes that motivate viewers to face their difficulties head-on. The audience can be significantly impacted by movies that represent morals and values negatively as well as positively, thus it is important to recognise this distinction. For instance, media that promotes violence, sexual objectification, and drug abuse may be detrimental to society's moral ethos. Movies like *Joker*, which has recently been accused of promoting violence, have the potential to negatively affect audiences who are more susceptible. Additionally, research by the American Academy of Pediatrics revealed that teens' sexual views were significantly impacted by exposure to sexual content in the media, which was linked to an earlier start to sexual activity.

In conclusion, movies are a potent medium that, depending on the morals and values depicted, may have a favourable or bad impact on the general public. Filmmakers must create ethical material that positively inspires and encourages people because of the influence they have on society. In the end, it is up to the audience to choose what lessons they want to learn from the media they consume, and it is up to the creators to make ethical media that upholds moral principles. It is our responsibility to make sure that the influence movies have on society is a good one.

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