

Foreign Cinema and its Impact on Youth: A Case Study of Quetta Balochistan

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Abstract

Cinema plays an integral part in the transformation of today's society. Cinema has helped people's thoughts bring into visuals and sometimes movements. As Movies are a product of cinema and a form of art, and every form of art is taken from society and acts as mirror to the same society. Film is always thought of as an avant-garde movement that brought up peculiar and distinctive aspects of society that were always pushed to the margins and alienated. Cinema questioned the conservative-moralistic behavior and the already made up status-quo of the society and presented an out of the box/modern approach towards the world that we lived in. Cinema acted as an eye opener and window that provided us with the tools and ways to better understand what we are dealing with; cinema brought up the society's stories, events and people's life on to the screen. There's no doubt that almost everyone in our society watch movies either for entertainment or personnel gratification. Some individuals of society see movies as a reflection of the society and for some it's just a form of entertainment; but entertainment or not it's bound to have some sort of impact on the thinking levels of that individuals be that positive, negative or a thought of some sorts. These ideas may sometimes play a role in some decisions that we make, or they may be nothing then just some random thought that comes and goes without having any serious implications.

Introduction

One of the main reasons for our youth to be interested in foreign cinema is the lack in quality and quantity of Pakistani cinema. That's why both Hollywood and Bollywood have become an alternate option for our youth. It's a well-known fact that India is the largest producer of movies in the world on a yearly basis, about 1200 or more Indian movies are released every year around the world (Culkin, 2008). And these movies find their way to Pakistan both through official releases or piracy to be watched all

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over the country. Not every one of these movies are a piece of art or a mirror of the society, they are a mixed bag from mindless action and violence to vulgarity or propaganda pieces but also artistic masterpieces and personal stories. This research shall provide an essence of the impact of foreign cinema on our youth age ranging (18-30). The focal point of this research is to find out what impact has been on our youth by exposure of foreign cinema; have they been psychologically, morally and emotionally impacted or it has just become a source of mere entertainment.

This study tends to help in finding the psychological, emotional and moral impact of foreign cinema on our youth. It will help in clarifying the level of that impact, informing us that how much is our youth impacted by the foreign cinema. The focal point of this research is to find out the impact of foreign cinemas' content on our youth. Our youth has a huge amount of exposure to the foreign cinema content; this extensive study tends to find out the least and the highest degree of impact on their psyche, emotional transition and moral status, with their subjective responses to the research questions in questionnaires provides a strong platform on which it's measured either foreign cinema has a sort of impact on their lives or not.

This study is based on survey research method. The survey method has been used for the collection of data. The tool used for the collection of data is questionnaire and it was made in a way to be purposive for the project. The questions were close ended so that exact answers could be received, questions were related to the change in behavior and psyche of human mind. The questionnaires were distributed by the researcher among the respondents, and they were filled on the spot. Population of the study was university and college students of the following private and public educational institutions namely University of Baluchistan, Baluchistan University of Information Technology Engineering and Management Sciences, Government Science College Quetta and Sardar Bahadur Khan Women's University Quetta.

Random Male and female students of bachelor's and master's level in the social sciences Faculty ranging from age 18 to 30 were selected from the above-mentioned institutions as samples. Keeping the study in mind the sample was selected as of 80 students. The students from social sciences faculty were selected because their subjects are based on critical analysis and studying the social phenomenon, therefore they could better understand the questions and give appropriate answers.

Literature Review

There have been many research studies conducted about the impact of cinema in developed countries since the early 1960's to 90's but with time

there have been a great amount of research done in the third world countries of Asia, Africa and other countries. A study conducted by the students of Sargodha by the name of "Impact of Bollywood movies on cultural Transformation in Pakistan; Exploring the Influence of Indian Culture on Pakistani Youth a Case of Sargodha Pakistan" states that Bollywood has an immense impact on the cultural behavior of our youth. And they observed that Bollywood has largely affected the interaction of the students with their friends and parents. Not only that but it had changed the dressing sense and the style of functions such as weddings etc (Kamran, 2014).

An article published in DAWN, Amina Sheikh states that one cannot deny the impact of Bollywood in Pakistan and Ms. Shiekh further stated that "Pakistanis are as interested in Bollywood as the Indians are" (Sheikh, 2012). In another research, the impact of Bollywood on our culture conducted by the students of Punjab University, concluded that Bollywood has had a negative impact on our core religious values and cultures and these changes could prove very fatal to the Islamic values of Pakistan (*Hanif, 2016; Khan et al, 2014*). The paper entitled as "Influence of Foreign TV programs on Fashion, Lifestyle and Language of youth" states that "there is a strong relationship between exposure to foreign TV programs and influence on cultural attitudes of youth". It further states that "It's clear that the life style and fashions choices of the youth are inspired by the international media, youth follow the trends from international media especially the west "Hollywood" which in results have effects on their lifestyle language and fashion sense" (Riaz, 2017).

An article appeared on South Asian channel of the international news website "Foreign Policy.com", Humira Nooristani states that Bollywood has its grips firm in the whole south Asia including Pakistan. Ms. Nooristani further stats the cinema has the power to mold opinions and Bollywood is the most prominent cinema in Pakistan she says that the female point of view is represented from the male's point of view because of Bollywood being a male dominated industry which then results in minds being molded towards the patriarchal thinking and result in unfair treatment of women (Nooristani, 2014) . Birgit Wolz, PhD., MFT, who facilitates cinema therapy groups, says; "Cinema therapy can be a powerful catalyst for healing and growth for anybody who is open to learning how movies affect us and to watching certain films with conscious awareness. Cinema therapy allows us to use the effect of imagery, plot, music, etc. in films on our psyche for insight, inspiration, emotional release or relief and natural change"(Wolz, 2010; 2004; 2014)

An article appeared in the New York Times by John Guida stats that how cinema acts as an influencer by writing about the research conducted

by Michelle C. Pautz, an associate professor of political science at the University of Dayton. Dr Pautz investigated the respondents of his research about their views on government before and after watching a specific movie like “Argo” and “Zero Dark Thirty.” It was observed that around 20 to 25 of the respondents notice a particular change in their view about the govt after watching the said movies. Their trust on the government and the general direction of the country increased. Both of these movies represent the government "lackluster" at best, Dr. Pautz writes, yet they still offer two central characters — Tony Mendez (Ben Affleck) in “Argo” and Maya (Jessica Chastain) in “Zero Dark Thirty” — who are “hard-working and determined.” Dr Pautz believes that younger viewers may be more open to the influence of movies, but it's difficult to say if the impact lasts year, decades or a lifetime. According to Dr Pautz “Discussing race relations/racism is still hard for Americans and an often-taboo subject, but one can much more easily talk about a movie that might then lead to conversation about those more sensitive topics.” (*John, 2015*)

An article published in the Huffington Post by the name of "Films Can Help Change the World". Mr. Bonnie Benjamin-Phariss stated with some pretty strong examples that how films are not just entertainment, but they can help change the world with their amazing power of swaying minds. Mr. Phariss writes that how the former vice president of Al Gore won a Nobel Peace Prize after his film "An Inconvenient Truth" Because he changed the worlds view of a controversial issue weaving complex science with storytelling. From discussions among governments to being covered in talk shows and all the facts of the global warming had been penned by the academics. But the film did something new and innovative to influence the minds and change attitudes. Before the film’s release only a third of the people surveyed that global warming was real. But after the film 85 percent believed that there was indeed something going on with earth and that global warming is real (Benjamin-Phariss, 2013).

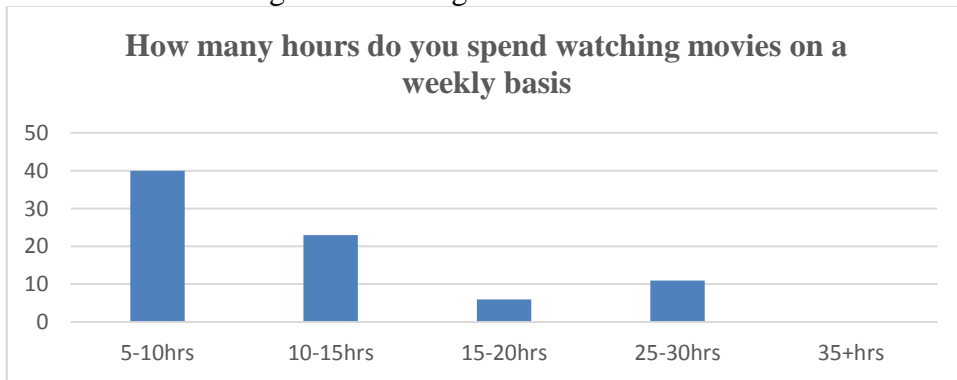
Dr Nsikak-Abasi Udofia and Joy Stephen Anyim conducted a study by the name of "Assessing the Impact of Modern Movies on Students- A Prospective Study" in Akwa Ibon State, Nigeria (Udafia, 2017). Dr Nsikak and his colleague concluded that “movies have a strong hold on both covert and overt behavior of an adolescent. This effect has been reinforced in recent years with the various new innovations in technology that has eased people's access to movies. Movies are basically for entertainment and when censored or regulated adequately they can be a source of recreational learning”. Dr Nsikak also stated that when adolescents are exposed to improper movies and videos, it could trigger negative traits that could be counter-productive for the emotionally volatile adolescents.

An article appeared in World Economic Forum entitled "10 movies that changed the world" Ms. Stephanie Thomson writes that how movies have the power to change the world and influence people on the highest of levels by sharing examples of movies that really worked towards a change and were successful in it. Starting from Sharmeen Obaid-Chinoy's "A Girl in the River" which told story of Saba qaisera, young women who was killed in the name of honor. And after the release of the film the Prime minster of Pakistan at that time said that he will change the law on honor killing after watching this film. Obaid-Chinoy said in her Oscar acceptance speech. "That is the power of film."

"Rosetta" Rosetta, described on its release as a "wrenching work of social realism, follows the life of a young, poor Belgian teenager living on a trailer park with her alcoholic mother. When she's not looking after her mum, she's desperately trying to find and hold on to a job, in the vain hope of working her way out of her situation". The film went on to win Palme D'or but also got the attention of Belgian policy-makers. The same year, they

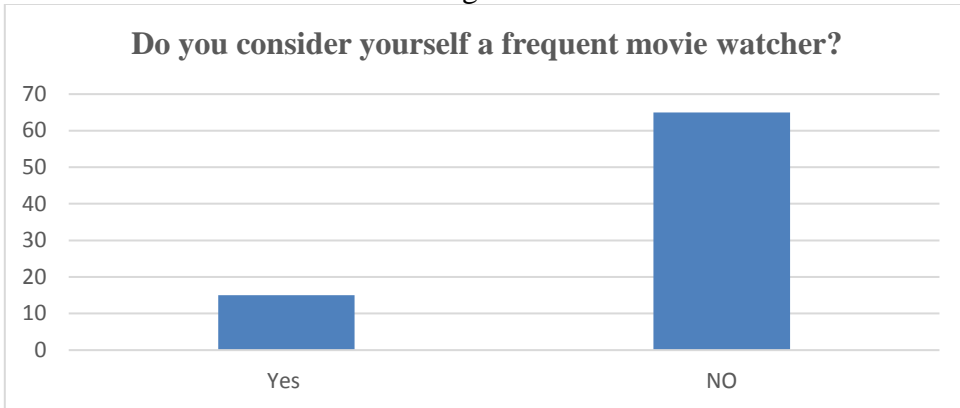
Data Analysis

Data of the research has been collected through a series of questionnaires that were filled with the questions prior to the research objectives and were respectively answered by the population; these questionnaires were given to and accordingly filled by the population with their subjective responses. Every question has a graph that completely demonstrates the collected data of all the population of the research and clearly prevails the data of figures and stats over a thought and blank guess.

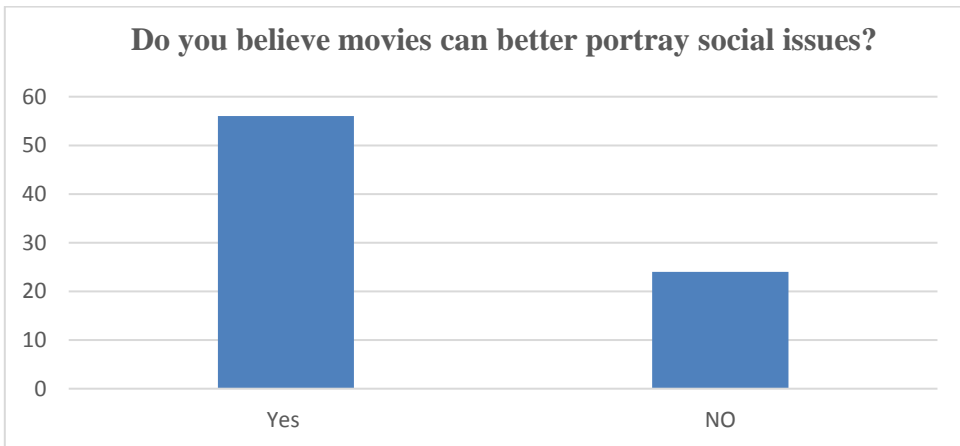


To know about the youth that how much of their time in used in on a weekly basis, they were asked that how much of their time they prefer to spend on watching movies. Figure 1 shows a complete detail of how much of the audience out of our population spend their time on movies on a weekly basis. In figure 1, 40 people spend 5-10 hours on a weekly basis to watch movies, 22 people use their 10-15 hours on a weekly basis to watch movies, a lesser

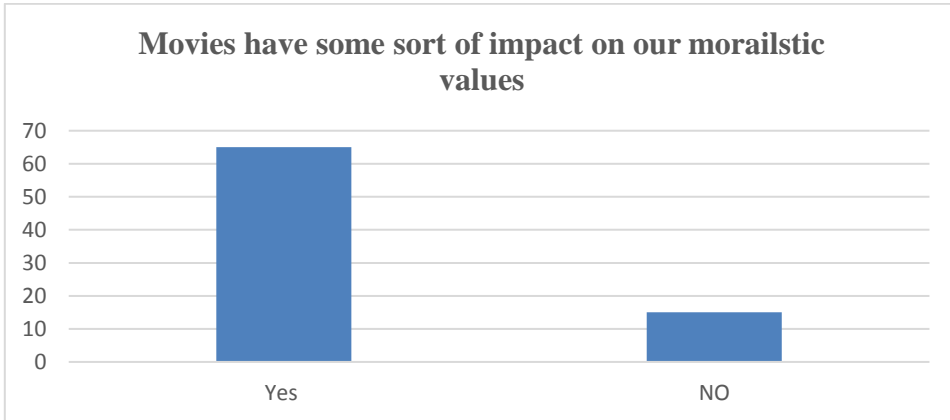
amount of people are 6 that spent 15-20 hours on watching movies in a week, about 11 people spend 25-30 hours on movies watching in a week, which is the largest figure in the data and there was no person in the data that spend about 35+ hours on movies watching in a whole week.



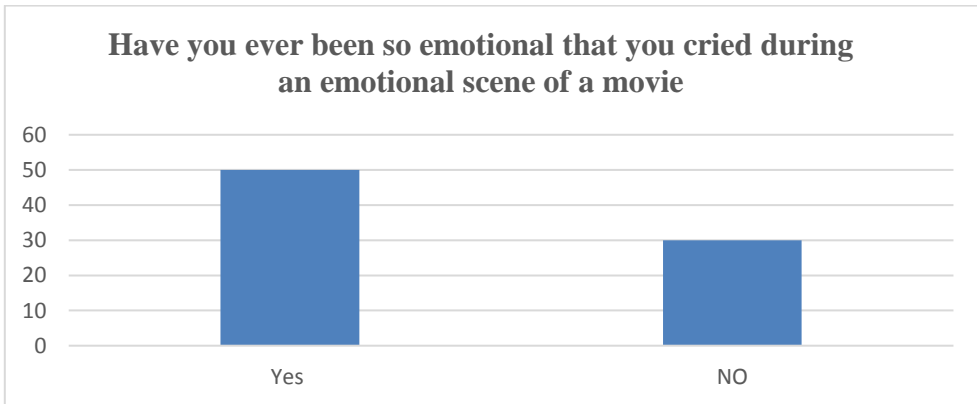
In order to know about how much of the people, consider themselves as a frequent movies watcher and do they consider themselves as a frequent movie's watchers or not. The answer to this question is known through the data collated and shown in the graph. The data comprises of 80 people of which 15 people consider themselves as a frequent movie's watchers. And 65 out of 80 people consider themselves as not a frequent movie' watchers.



There is always a discussion on whether movies can better portray social issues are not. In order to know about either movie can better portray a social issue or not. The question was asked from a population of 80 people in which 55 of the people from population expressed their view on choosing the option of yes that movies can better portray the social issues and only 25 out of 80 people expressed their view by choosing the option no, movies can not better portray social issues.

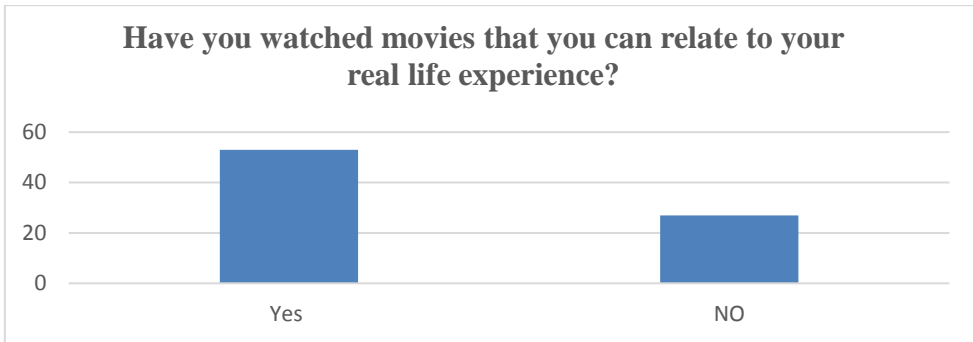


Moralistic values are what come first and foremost to the people, therefore the question was put forward to the audience to ask them whether they think that the strong moralistic values are impacted by the movies to which they are exposed. The graph clearly demonstrates the line between people who think their moralistic values are moved or are impacted by the exposure towards watching movies. To know about do movies have some sort of impact on their moralistic values in which 65 of the people choose the option 'yes' and that movies have some sort of impact on our moralistic values and about 15 people choose option 'no' to express that movies has no such impact on our moralistic values and that they are not moved by the exposure to the movies.

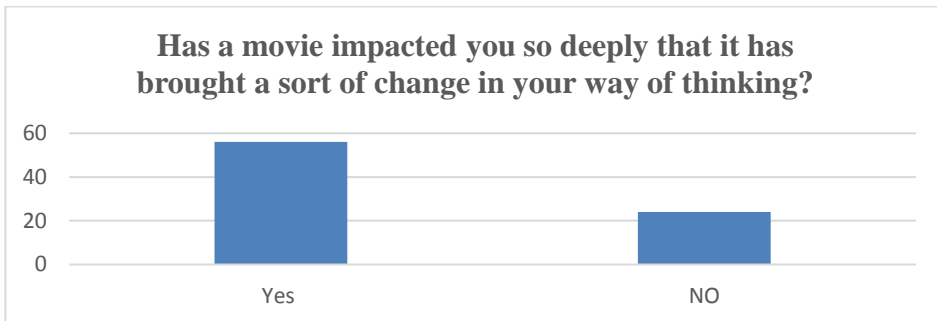


Human beings have emotions and they are emotional and attached to things emotionally. To know about whether movies have so impact on the people and human that they are compelled to cry on an emotional scene of a movies. The graph above shows and tackles the question with an answer that whether people have been so emotional that they cried during an emotional scene of a movie or not. In order to know the following question was asked in which 50 of the people expressed their view by choosing the option 'yes' they have been so emotional and cried during an emotional scene of a movie

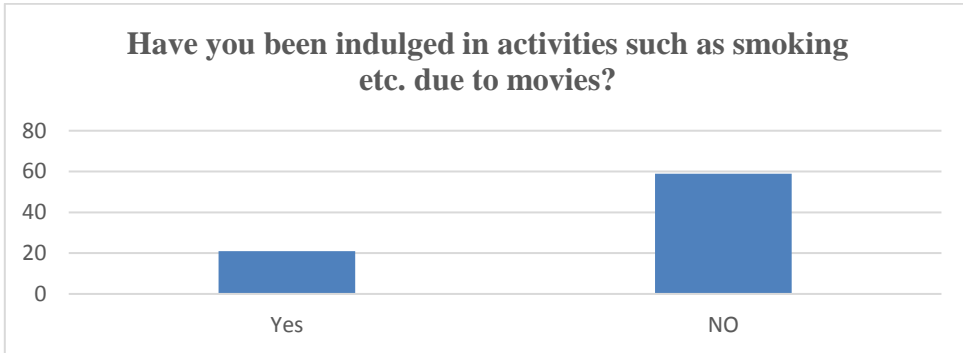
and 30 of the people expressed their view by choosing 'no' they haven't been so emotional that they cried during an emotional scene of a movie.



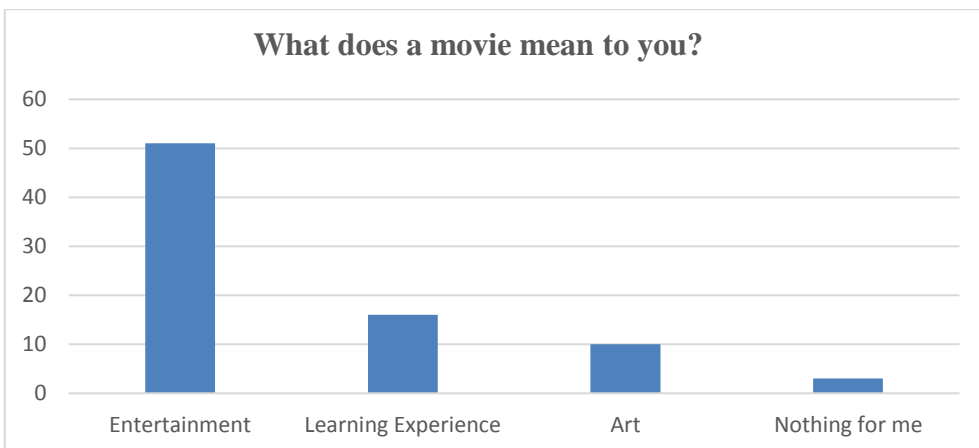
Almost all the movies are in one way or the other related to our real-life doings. Every person watching a movie experience something or the other. In order to know that if a person has watched a movie that he/she can relate to their real-life experience or either they can relate it to their life experience. Among the population of around 80 in which 52 people has said that 'yes' they have watched movies that they relate it to their real-life experience and in which 28 of the people has said that 'no' they haven't watched movies that they can relate to their real-life experience.



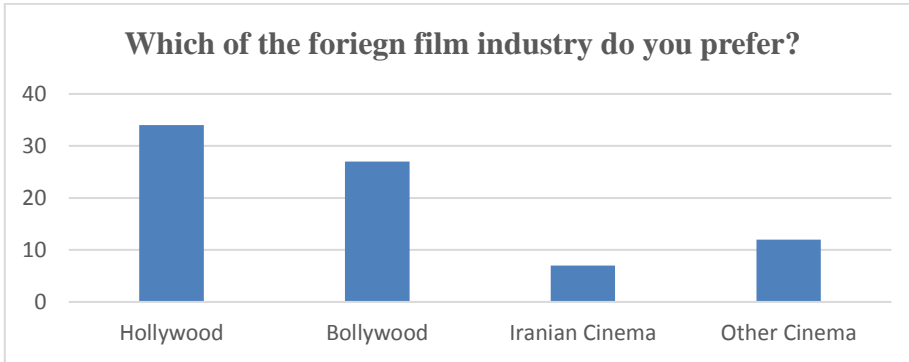
People's way of lifestyle and way of living and thinking can be affected due to several reasons and causes. In order to know that whether movies do have a deep impact on its audience that it has brought up some sort of change in their ways of thinking. Around 56 people has an opinion of 'yes' and they are in state of thinking that movies have impacted them so deeply that it has brought a sort of change in their ways of thinking and 24 people are in state of negation to this argument that movie no such deep effect that consequently it has brought up a sort of change in their ways of thinking.



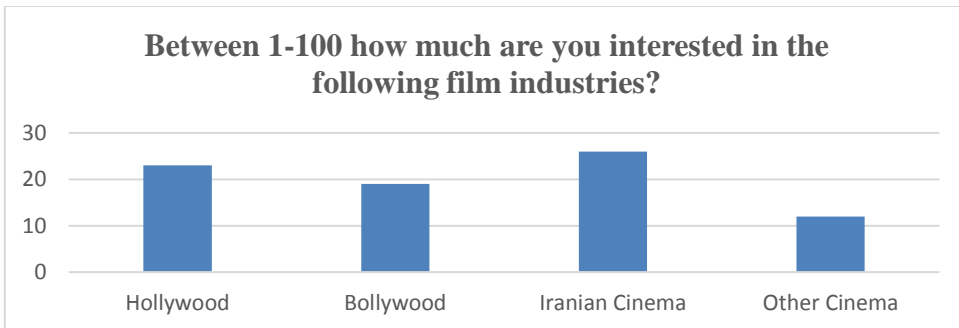
It is said and known by the people that movies have an impact on its audience that it changes their habits and involves youth in drugs, smoking and drinking habits to what extend this is a reality to find this out we added this question that by watching movies do you end up with smoking etc. In which 20 out of 80 people said 'yes' they have been indulged in bad habits like smoking etc. And 60 out of 80 people said 'no' they are not indulged in such activities as smoking, drugs and drinking.



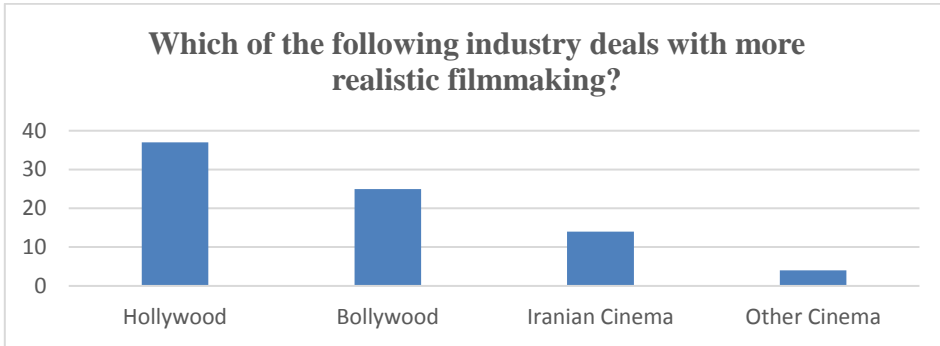
The subjective meaning and definition of a movie differs from person to person that what are their preferences, likes and dislikes in a movie and how do they see a movie itself. In the total population, 50 out of 80 people said a movies is mere an entertainment for them, 18 of which said that movie around them is a leaning experience, 10 of which said that the meaning of a movie to them is an Art and at last a very few of them in which only 2 people said that movie doesn't mean anything to them.



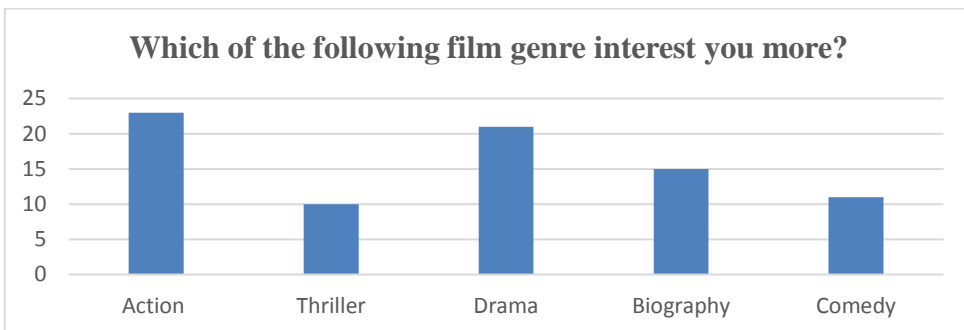
Watching films and influencing from it is inevitable thing, cinema is watched and loved by every person but each one doesn't watch the same thing everyone has their own preferences. To find out which of the foreign cinema people do prefer to watch we asked the audience which foreign cinema they prefer a lot. In the population of 80 people most of the people with 38 number preferred Hollywood as a foreign cinema, 24 out of 80 preferred Bollywood as a foreign cinema, a lesser amount of people which is 8 people who preferred Iranian cinema and lastly 10 of those who preferred Other cinema as their choice.



Every person knows his/her choice of watching films and different genres of films and pursue that choice in watching films. To know about what people are interested in the following industries Hollywood, Bollywood, Iranian cinema or Other cinema we asked the same question to rate themselves between 1-100 how much you are interested in these film industries. The population of 80 was asked this question in which 23 people said they were inclined towards Hollywood, 19 people were inclined to Bollywood, most of which were 26 people which said were interested by Iranian cinema and the least people of 12 people were in view that they were attracted by Other cinema.



Film making is a real hard job and sometimes when your audience is so very much mature you need to be more active and more careful to convince your audience of what you are making and producing. Mature audience demands more realistic movies. In order to know what audience, think of the following film industries Hollywood, Bollywood, Iranian cinema and other cinema deals with more realistic filmmaking. The total population of 80 people in which most of the people that is 38 people think that Hollywood deals with more realistic filmmaking, 25 people think that Bollywood deals with more realistic filmmaking, 14 of which says Iranian cinema deals with more realistic filmmaking and a lesser amount of people, in which only 3 people think that other than these cinema deals with more realistic filmmaking.

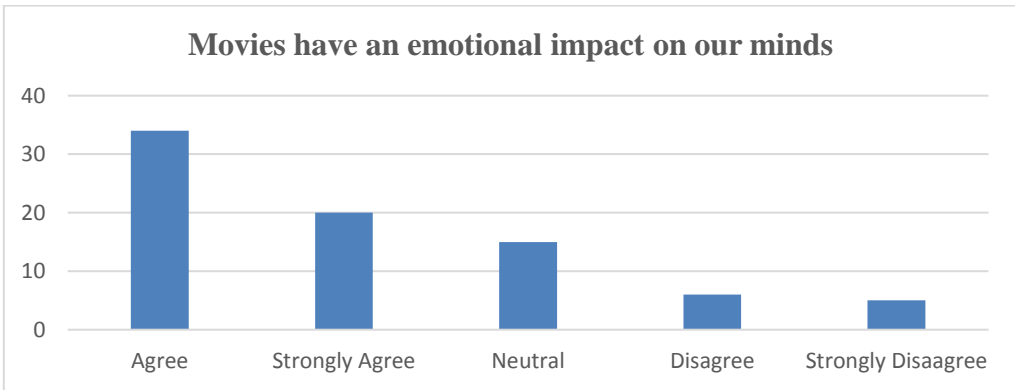


Different people want to watch different types of films and prefer different genres. Some of them prefer Action some prefer Thriller and others respectively. To find out what different people prefer to watch a question was asked that which of the film genres interest you the most. In a population of 80 people, 24 people said they're interested in watching Action movies, 10 people prefer Thriller movies, 26 people prefer Drama movies, 15 people prefer Biography movies and lastly and most least number of only 5 people preferred Comedy movies.

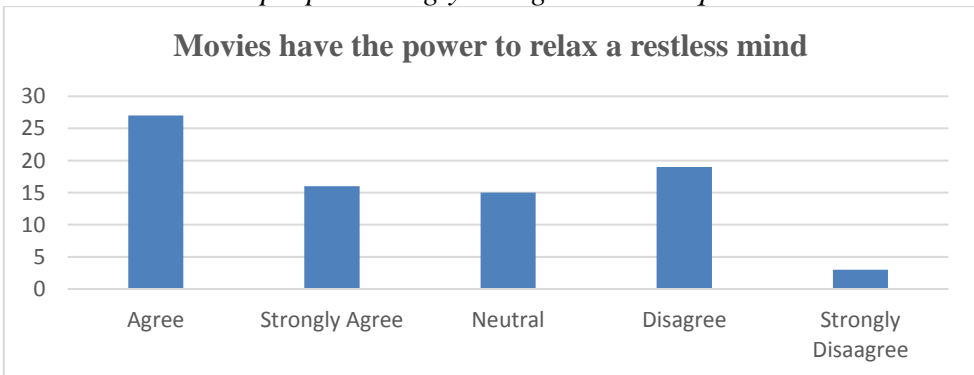
Some of our questions in the questionnaires were open ended for the sole purpose to know about their opinion and to find out what they want to watch. To find out what our audience watch in the recent days we placed

two different question asking them what the last five Hollywood and Bollywood movies they have watched. In doing this we tried to find out what type of films they want to watch. We kept the question open ended so that the audience aren't bound to our preferred options and place whatever they want to put.

There was another question in which we wrote down 11 different movies names that included the four different movies of the respective cinema namely Hollywood, Bollywood, Iranian cinema and other cinema. In this question we again tend to find out what types of foreign cinema our youth prefer to watch.

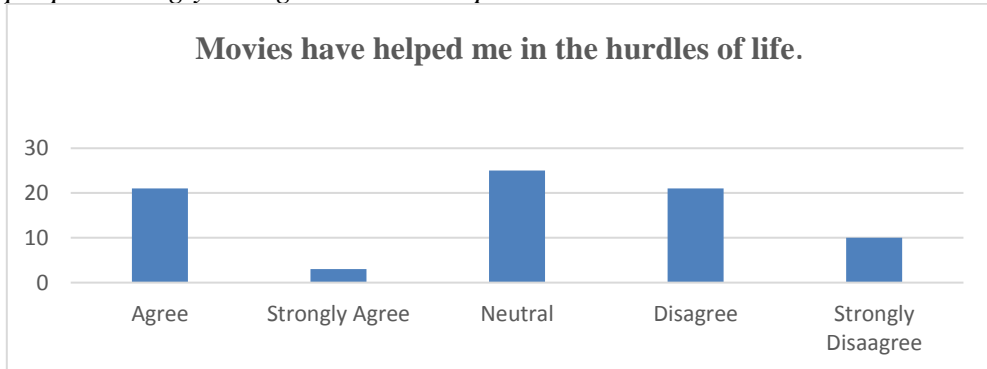


To find out that do movies have an emotional impact over us. We asked the same question from our population that do they think movies have an emotional impact on our minds. In a population of 80 people, 34 people ticked Agree, 20 people Strongly Agreed with the statement, 15 people were in Neutral position to the argument, 6 people were in Disagree position to the statement and 5 people Strongly Disagreed to the question.

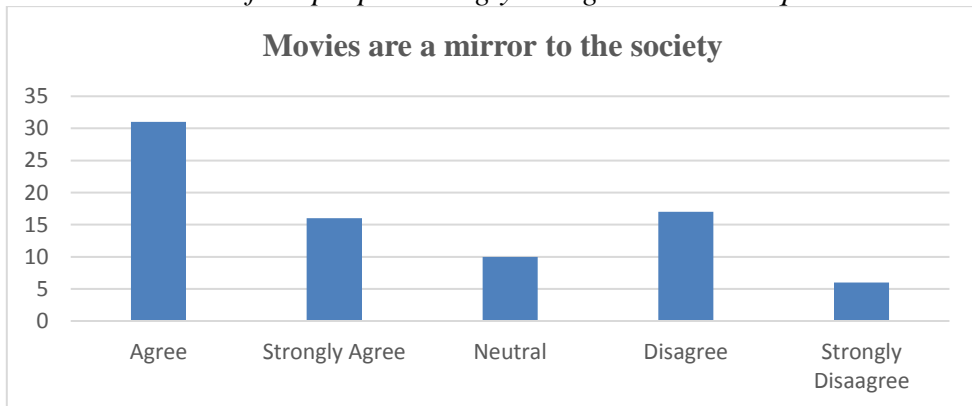


Movies have some sort of impact on its audience is inevitable and is shown through these surveys and research. But movies help a restless mind and

make it relax. In order to find out we placed a question to our audience that do movies have the power to relax a restless mind. In population of 80 people, 27 people Agreed with the question, 16 people Strongly Agreed, 10 people were in Neutral position, 18 people totally Disagreed and lastly 9 people Strongly Disagreed with the question.

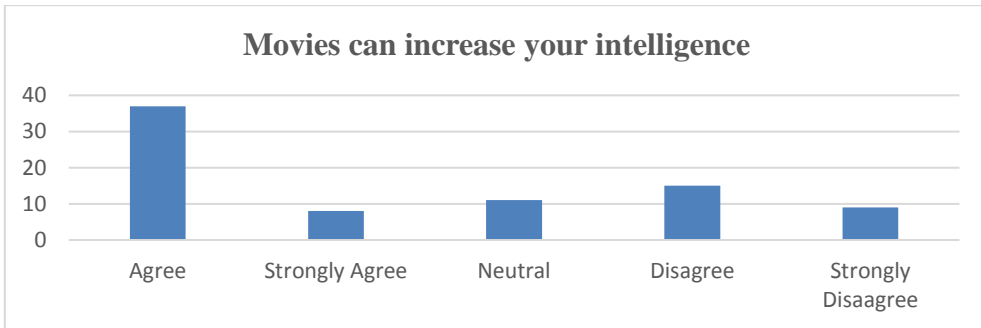


Life can be difficult and decision making is sometimes hard people concern each other to find out best solutions and help themselves, but do movies help people in different and harsh situations and do movies help them pass these hard times to find out we asked our population that do movies have helped them in hurdles of life. The population of 80 people answered this question in which 21 people Agreed with the question, 3 people Strongly Agreed, 25 people were in Neutral position, 21 people were to Disagree with the statement and 10 of the people Strongly Disagreed with the question.

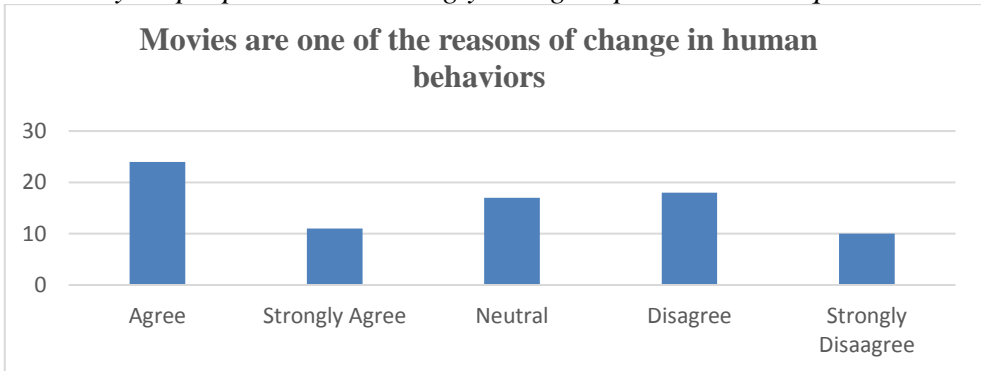


It is said and heard that movies are a mirror to the society. Movie is reflection of the society. Movies show and depict what is going in in a society. But is this true and are movies really a mirror and reflection to the society to know about we asked our audience that what do they think are movies a mirror to the society. The population of 80 people in which 31 out of 80 said they totally Agree with it that movies are a mirror to the society, 16 of which said they Strongly Agree, 10 were in a Neutral point of view, 17

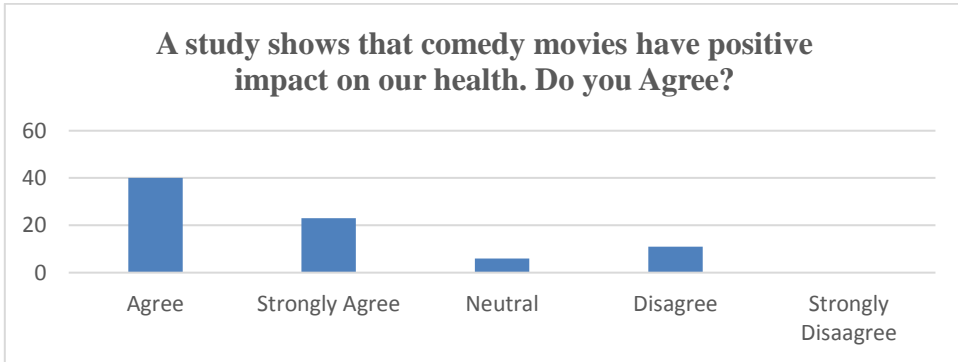
people were in view of Disagreeable state, and lastly only 6 people thought that they Strongly Disagree with the question.



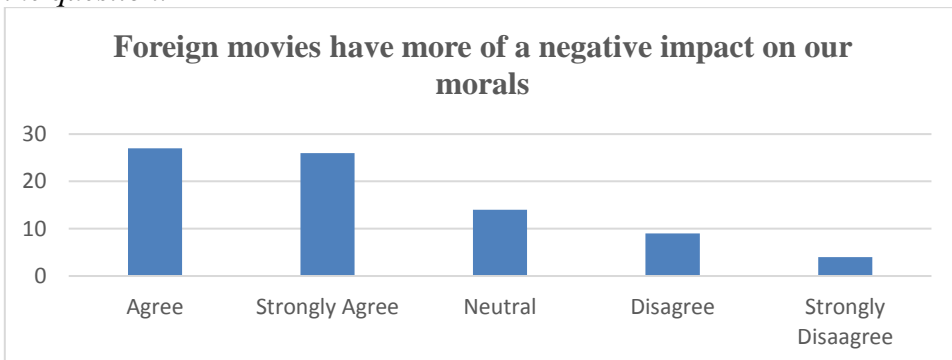
People always learn something by being exposed to different things. Human acquire, learn and adopt habits from being exposed to the outside world. In a sense cinema is also a place where different people from different backgrounds come see a different cultural movie so is it possible that movies can increase the audience's intelligence and boost it. To find out we asked a question that do movies increase your intelligence. The population of 80 people, in which 37 out of 80 people Agreed with the statement, 7 of which said they totally Disagree with this statement, 11 people were in Neutral position towards the question, 15 people in mood of Disagreeable position and lastly 10 people were in Strongly Disagree position to the question.



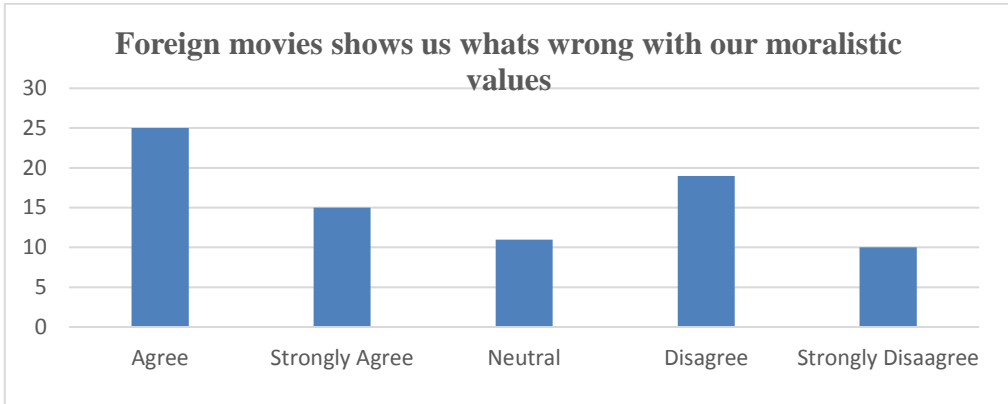
Movies are always thought of as a stimulator that changes our behaviors and affect us deeply that these changes then last forever. To find out that do movies real change the behaviors and psychological effect on humans the same question was asked of the population of 80 in which, 24 of the people Agreed to the question we suggested, 11 people were in position of Strongly Disagree, 17 people were in Neutral position, 18 people Disagreed, 10 people Strongly Disagreed to the question we asked.



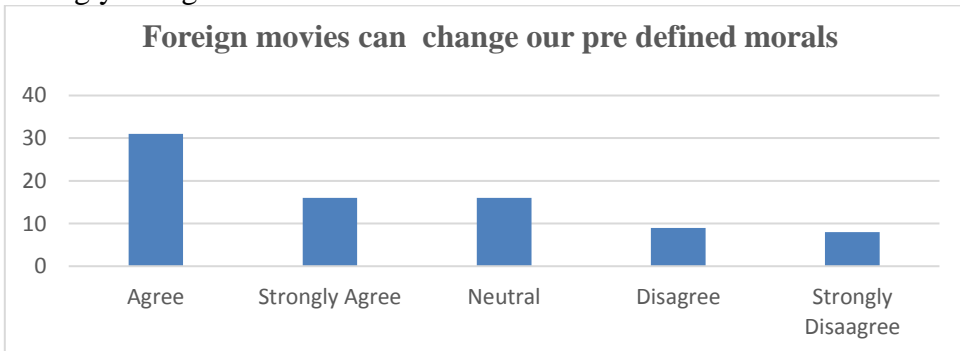
Different studies show that comedy movies have a positive impact on our health. To find out we asked the same question that do you think comedy movies have positive impact on health. Total population of 80 people in which 40 out of 80 people were in state of Agree that yes, comedy movies have a positive impact on our health, 24 people Strongly Disagreed to the question, 6 people were in a position of Neutral view, 10 people totally Disagreed to the question and there were none to Strongly Disagree towards the question.



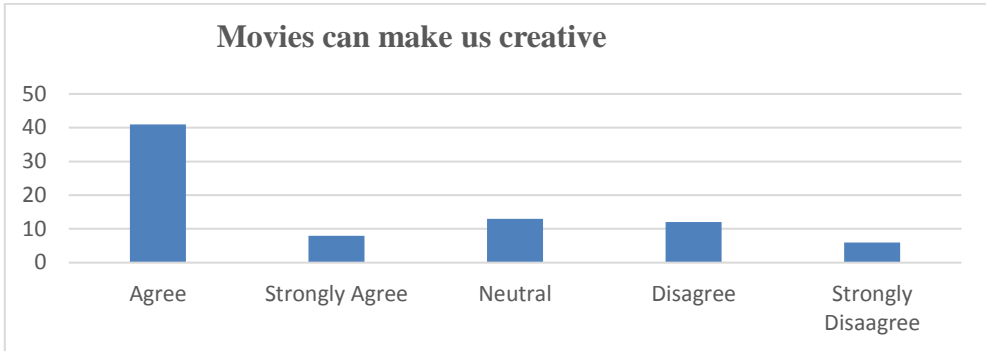
Watching movies from another country that has different culture, morals and way of living can prove to be a cultural shock for some. And can also make one do things that are considered immoral in their society from clothing to talking to behaving they can impact anything. When the respondents were asked that if foreign movies have negative impact of our morals. 27 out of 80 Agreed, 26 Strongly Agreed, whereas 14 were Neutral on the subject 9 Disagreed and 4 Strongly Disagreed.



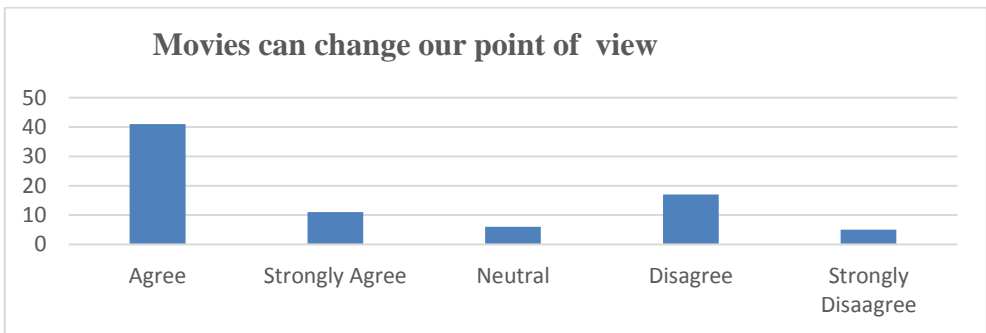
Foreign cinema introduces us with new cultures and their morals and shows us the good and the bad side of these cultures. But In the process, we also learn a thing or two about our own morals and values and the right and wrongs of those values. When the respondents were faced with the same sentence, they were a bit more divisive on this one. 25 out of 80 Agreed on this, 15 Strongly Agreed whereas, 11 remained Neutral but 19 Disagreed and 10 Strongly Disagreed.



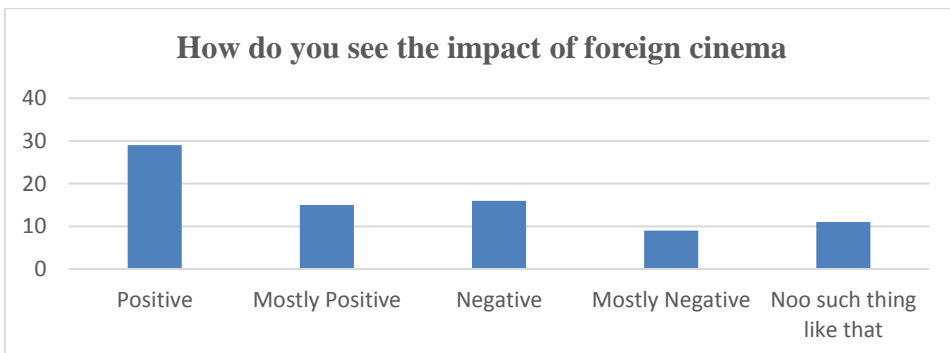
When one is introduced to foreign art in this case cinema one is bound to have some questions about the current morals or code of ethics that she/he is living or abiding by. When the respondents were presented with same sentence, they some very interesting choices. 31 out of 80 Agreed, 16 Strongly Agreed, 16 choose to remain Neutral, 9 Disagreed and 8 of the 80 Strongly Disagreed.



Movies are a form of creative art. So, something creative is bound to shed some kind creative intelligence when the respondents were presented with the same question. 41 out of 80 Agreed on it 8 Strongly Agreed, 13 choose to remain Neutral, 12 Disagreed and 6 Strongly Disagreed with the idea that movies have anything to do with making us more creative.



Movies acts as reflection to the society and if the reflection is not good one would like to change which means there is a change in the point of view and that needs to be changed too. When the question was asked that if movies can change our point of view towards something 41 out 80 Agreed 11, Strongly Agreed, 6 remained Neutral, 17 Disagreed and 5 Strongly Disagreed but none the less more than 60% Agreed to it



The impact of movies can be both positive and Negative but it's there, so the same question was asked from the students to which they replied differently. 29 out of 80 said that there is an impact and that it's Positive, 15 said that it's Mostly Positive, 16 went with Negative, 9 said that it was Mostly Negative and 11 were of the belief that there was No Such Thing as impact from a movie.

Findings

This study has been conducted for very reason of finding the impact of foreign cinema on our youth. Hollywood and Bollywood are the two main watched and liked film industries, the audience here are more interested in these two than Lollywood and the research conducted has proved that point.

The starting questions in the questionnaire dealt with the time that the youth give to movies and the sort of movies that they are interested in, the movies given in the options ranged from action entertainers to artistic works, slice of life pieces and motivational movies as well.

The results were very interesting and to some extent obvious as 60% of the respondents leaned towards commercial Bollywood movies and action flicks from Hollywood, other than that Dramatic movies that dealt with slice of life were the second most watch with 30% people agreed to watch them. The least watched and liked were the art house/artistic movies which were not more than 10%

Coming to the impact three areas of impact are explored in this research emotional, psychological and moral. Every area has three distinct questions for them so that the researcher could easily analyze the result.

More than 80% respondents answered that they are emotionally involved in a movie at some point and that they have been affected by certain movies at certain point e.g. crying on a sad scene or getting angry on a scene that they don't agree on or is in some cases not according to their taste.

In the moralistic sense the result is more divided than others on one of questions the respondents agreed that foreign movies have more negative impact on our morals and while when another question was asked about the general change in our moralistic values/beliefs the respondents agreed that there is always a change in it because of movies and that change could be both in a positive sense or a negative one depending on the perception of the watcher and type of movie that is being watched. But one thing that is clear it's that more than 80% of respondent agreed on the impact of movies on our youth's moralistic beliefs and the change that it brings within one.

The research also asked a question about movies playing a role in increasing the levels of creativity or improving it in a sense and almost 70% of the respondents seemed agree on it.

On a psychological level the questionnaire was filled with certain questions for e.g. the role of comedy movies one's life and movies that improves the modes of certain people and how motivational movies inspires confidence in people. With these questions the respondents were given space to answer according to their mind and personal experiences therefore both close ended and a open ended questions were provide, the respondents in this area were more on the same page they agreed that not only movies have the power to change our preexisting ideas about the world but have been helpful in the stressful situations. A case study about comedy movies having positive impacts on health was provided in the questionnaire and more than 80% agreed on it not only that but the respondents also agreed on motivational movies inspiring them and have helped them out the stressful and hard situations in their lives, Which supported the argument of the following study of movies having some sorts of psychological impacts both strong or weak depending on the situation and the execution of the movie.

Conclusion

On the basis of the findings of this study it can be concluded that foreign cinema has had a strong impact on our youth that being emotional, psychological or moral, but the impact is there in one shape or other. What finding of this study also shows is that the impact is different from person to person and some find the impact positive and some negative with morality being the exceptional case where most of the respondent agreed on the impact being negative. The focal points of this research study was to find if there is any impact and its level and the result showed that there has been an impact and also at a higher level the second point was to find out what sort of cinema is our youth interested in and the result of disappointing to some as 60-70% percent youth was interested in commercial cinema not only that but they drew inspiration from it. But there what the research also tells us is that there is still an audience for artistic cinema that may be from foreign countries but there is small amount of youth that is still interested in learning from that cinema and trying to understand it in ways that the other majority can't or are simply not interested in understanding it.

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