



## Impact of Indian Cinema on Adolescents: A Sociological Study of Jaipur-Rajasthan, India

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### Abstract

The term adolescence meaning “to emerge” or “achieve identity” is a relatively new concept, especially in development thinking. The origins of the term from the Latin word, ‘adolescere’ meaning “to grow, to mature” indicate the defining features of adolescence. A human being starts communicating as soon as he starts producing his first noise in the act of drawing his parents’ attention. Every emotion that we portray on our faces, the movement of our hands, the way we look at someone and our speech instantly communicates our ideas to others. Communication is highly necessary for our society, as it is only through exchange of ideas and co-operation that a society can grow and develop. This study is, therefore, timely as the society needs to be made aware of the influence of Cinema on the social and moral turnout of the viewers. Via this study, an attempt has been made to evaluate the social implications of Impact of Cinema on Indian Adolescents “A Sociological Study of Jaipur” Therefore the current study proves that for adolescent Viewing Cinema as a powerful medium of information, education and entertainment results in the process of opinion building in various social groups. And cinema is the medium of cinema reciprocates in bringing a social change. And at-last it can be concluded that adolescents are very much influenced by the cinema and they inhale psychological, cultural, sociological changes along with the drastic changes in lifestyle, behavior, and so on.

**Keywords:** Cinema, Adolescent, Respondent, Society, Impact.

### Introduction

A human being starts communicating as soon as he starts producing his first noise in the act of drawing his parents’ attention. Every emotion that we portray on our faces, the movement of our hands, the way we look at someone and our speech instantly communicates our ideas to others. Communication is highly necessary for our society, as it is only through exchange of ideas and co-operation that a society can grow and develop. Effective communication is essential to learn, to teach, to make relationships and to maintain them. In the modern world, the importance of communication has surpassed all previously slated levels. Interestingly, the means of communication has outnumbered the means of food production in the world today. The communicative technologies in the world have been increasing not only in number, but also in speed, accuracy and clarity.

Communication and development are the major domains of human Endeavour which are intimately linked with each other. The process of development calls for a strategy of communication which is aimed at altering the targeted persons from mere recipients of information to seekers of information. The main function or purpose of communication is to change or guide other people's behaviour<sup>1</sup>. Most Youth Say They Have No Rules About How Much Time They Can Spend With TV, Video Games, or Computers -Washington, D.C.

**Introduction to Indian Cinema:** The birth of Cinema in India can be attributed to the Lumiere brother`s. Only a few months after the Lumiere brothers introduced the art of cinematography in Paris in 1895, cinema made its presence felt in India. The Lumiere brothers` held their first public showing at Watson Hotel in Mumbai on July 7, 1896 and the Times of India glowingly referred to it as the miracle of the century`. Westerners, who were quick to realize the value of India as a site of filmmaking both because of its natural beauty and its `exotic` culture, were inspired to make films that used Indian scenery and culture. However, this phenomenon did not create much of a ripple. The Indian viewer took the new experience as something already familiar to him, thanks to the art of shadow play and the tradition of story-telling with hand-drawn images accompanied by live sound.

**Genre of Cinema:** The term genre is used a lot around the movie industry to break down the type of film into categories. It's difficult to place a lot of films in a single category. For this reason a lot of films have multiple genres.

For convenience all the movies are placed into following genre series:

Animated, Action, Comedy, Action-comedy, Farce, Spoofs, Satirical, Western, Urban, Documentary, Mocumentary, Childrens, Political, Thriller/Suspence, War, Hisorical, Fantasy, Horror, Science fiction, Musical, Romance, Romantic Comedy,

Indoctrination, Period (set in a different time), Mystery. Many can be a combination of any of these. ie musical-comedy.

**Movie technical Formats:** Film, much like Lomographers, comes in many shapes, sizes, and kinds.

**Standard film formats are:** i. 135 or 35mm film (used in cameras like the LC-A+ and Fisheye), ii. 120 or medium format film (used in cameras like the Diana F+ and Lubitel 166+), iii. 4×5, 8×10, etc. called large format film or sheet film (used in old-timey view cameras)

**Standard film types are:** i. color negative, ii. color positive or slide, iii. black and white, iv. infrared

The most easily procured and processed film is 135 or 35mm color negative film. This is the film that you can buy and get developed at drugstores or one-hour photo labs.

120 film, slide film, black and white film, and infrared film must be processed at the professional photo lab of your choice. You can usually find these types of films at professional photo labs or camera supply stores.

Infrared film is film that is simply sensitive to a larger spectrum of light than our eyeballs are. It can yield other-worldly looking images when exposed correctly, and can be devastating when it's not. True infrared film must also be loaded and unloaded in complete darkness. This film is best left to the experienced Lomographer. Most Lomography cameras can take any type of 35mm or 120 format film.

**Introduction of Adolescents:** The term adolescence meaning "to emerge" or "achieve identity" is a relatively new concept, especially in development thinking. The origins of the term from the Latin word, 'adolescere' meaning "to grow, to mature" indicate the defining features of adolescence.

However, a universally accepted definition of the concept has not been established.

Adolescents aged between 10-19 years account for more than one-fifth of the world's population. In India, this age group forms 21.4 percent of the total population<sup>2,3</sup>. Characterized by distinct physical and social changes, the separate health, education, economic and employment needs of adolescents cannot be ignored.

Adolescents as an age group usually tend to be subsumed under the categories of either youth or children. The formulation of definitions clearly demarcating the age and characteristics of adolescents is only a recent phenomenon, and yet to be widely recognized across the world.

The Adolescent period is characterised by a combination of physical changes (puberty), behavior changes and shifts in social grouping. Broadly, these changes are:

**Physical changes:** The onset of puberty is marked by rapid growth and the development of secondary sexual characteristics.

**Psychological changes:** The development of a sense of identity distinct from parents and selfworth, the exploration of new relationships with their peer groups, with the opposite sex, families and the community. It is also a time of exploration (of their own bodies, of one's capabilities and potential) and experimentation (in sexual relationships, alcohol and tobacco use). At this stage, media and peers exert a powerful influence. Manifested by change, it is also a stage of extreme vulnerability where, for instance, alcohol use could easily slip into alcohol abuse if there is inadequate access to services and a supportive environment. The support and understanding of parents during this phase is critical in enabling them to meet these challenges (WHO 1997 and 1998).

Adolescence is further complicated by the non simultaneous nature of these changes. Different aspects of behaviour or physical appearance occur at various ages.

**Stages of Adolescence<sup>4,5</sup>:** Three main stages of adolescence can be discerned:

**Early adolescence (9-13 years):** characterized by a spurt of growth and the development of secondary sexual characteristics.

**Mid adolescence (14-15 years):** This stage is distinguished by the development of a separate identity from parents, of new relationships with peer groups and the opposite sex, and of experimentation.

**Late adolescence (16-19 years):** At this stage, adolescents have fully developed physical characteristics (similar to adults), and have formed a distinct identity and have well-formed opinions and ideas<sup>5</sup>.

**Introduction of Current Research Study: Objectives of the study:** The present study aims to achieve the many objectives by considering the main objective as to study on Impact of Cinema on Indian Adolescents "A Sociological Study of Changing Behavior Pattern and Lifestyle" This study mainly discuss in detail the changes witnessed in the lifestyle, behavior, change in interests, of the different sections of society and so on.

## Research Methodology

The issue related to the time, and frequency invested by each individual specially adolescents to watch cinema on one hand and the impact of these on changing the behavior pattern and lifestyle, on the other hand, have become hugely important for every individual family having adolescents members. It is relevant that even a single wrong decision of Parents on adolescents that either to watch or not to watch the cinema and other entertainment devices may sometimes leading to the

Sociological effect on the individual. Therefore a proper Sociological Study of Changing Behavior Pattern and Lifestyle by Impact of Cinema on adolescents is necessity of time<sup>6-8</sup>.

A number of studies had been conducted across the world including India, to find out the impact of cinema on adolescents by using different performance measure. But there was no comprehensive study conducted on Adolescents sociological impacts such as behavior pattern and lifestyle by watching Cinema<sup>9,10</sup>.

Hence the present study was undertaken to fill this research gap and analyze the Impact of Cinema on Indian Adolescents with special reference to Sociological Study of Changing Behavior Pattern and Lifestyle.

**Formulation of Hypothesis:-** A hypothesis is a tentative generalization, the validity of which remains to be tested. Hypothesis may be any hunch guess, imaginative idea, or any assumption which becomes the basis for action or any investigation. The current research study seeks to test these assumptions. i. **H<sub>0</sub>** - Viewing Cinema as a powerful medium of information, education and entertainment results in the process of opinion building in various social groups. ii. **H<sub>0</sub>** -The medium of cinema reciprocates in bringing a social change. iii. **H<sub>0</sub>** - Adolescents are very much influenced by the cinema and they inhale psychological, cultural, sociological changes along with the drastic changes in lifestyle, behaviour, and so on.

**Research Design:** Research design we used was non probability-that is purposive or we can say judgment sampling. Samples were collected from 13 to 19 years age students from VII Standard to XII Standard. A purposive sampling technique was used to collect the samples .The choice of sample selection was the judgment of the investigator. The purpose behind selecting the teens was that in this age curiosity and interests are at the peak of development and at this stage they are at the stage of speedy growth. Total students -400 out of whom 100 students from selected four schools including boys and girls. Equal number was selected from both the classes so that equality of sex ratio is maintained for any comparison.

**Tools and Techniques: i. Questionnaire, ii. Case study:** The main techniques used in this study was to collect first hand data

that is primary data, using the questionnaire containing 33questions both open ended and close ended. The questionnaire was divided into seven parts (Three Sections Sec A to Sec C for Students {Questionnaire is attached as Annexure A at last of the article} i. First part Section A consisted of Socio Dynamic Information i.e primary information regarding respondents name, age, Class, sex , fathers occupation, mothers occupation, education level of mother and father, income group etc. ii. b) The second part of the questionnaire i.e Section B deals with the interest of respondents in Cinema. iii. c) Section C constitutes the questions related to influence of cinema on studies.

## Results and Discussion

### Socio Demographic Profile of Respondents in Current Study:

The present study Impact of Cinema on Indian Adolescents “A Sociological Study” will examine the adolescents of Jaipur the Pink City, the Capital of Rajasthan. This study extends the scope of the demographic profile of school going students aging 13 to 19 years age students from VII Standard to XII Standard including both from English medium and Hindi medium background. The study also takes the respondents higher income group families and even those from poor families. The study is concerned to the sociological study of changing lifestyle and behavior pattern of school going children and influence of cinema that caters to a big factor of bringing changes in the adolescents. Cinema leaves a major influence on the routine of adolescents in today’s info tech age. The world has turned a global village in the sense that today in taking of elements from films influences the adolescents up to a large extend.

**Age group and Class of Respondents:** The following table and figure1 clearly signifies the age group and class with class frequency of the respondents:

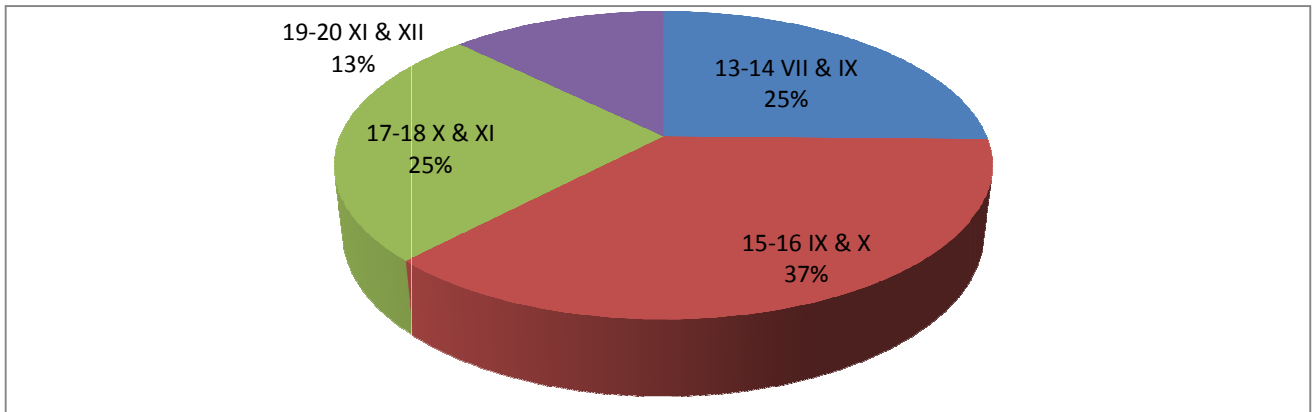
**Religious status of the Respondents:** Religion is one of the integral and crucial part of Indian society. Adolescents at their particular age learns about their religion. This is the age where they start following the customs, traditions as followed by their elders in family. Basically in the traditional Indian society in the case of Adolescent boys they are free to move out but when we see the case of girls, they are bound to abide the customs and traditions in a right manner<sup>11</sup>.

**Table-1**  
**Age Group and Class of the Respondents**

Age group of Students (Respondents)	Classes of Students (Respondents)	No of Students (Respondents)	Percentage Respondents
13 -14	VIII and IX	100	25.00%
15-16	IX and X	150	37.50%
17-18	X and XI	100	25.00%
19-20	XI and XII	50	12.50%
Total Respondents		400	100%

Above table and figure 2 shows the religion of adolescents as respondents. It is evident that different category of students are from different religions in the whole sample group. Out of these respondents 48% i.e 192 no of students were Hindus, 31% i.e 126 were Muslims and 51 students who replied were Sikhs and holds 12.75% of whole population of sample under study. Some student respondents were Christians also and this religion of respondents holds 6% i.e 24 respondents. The respondents belonging to different religions accessing cinema showed varied interests in the viewership pattern.

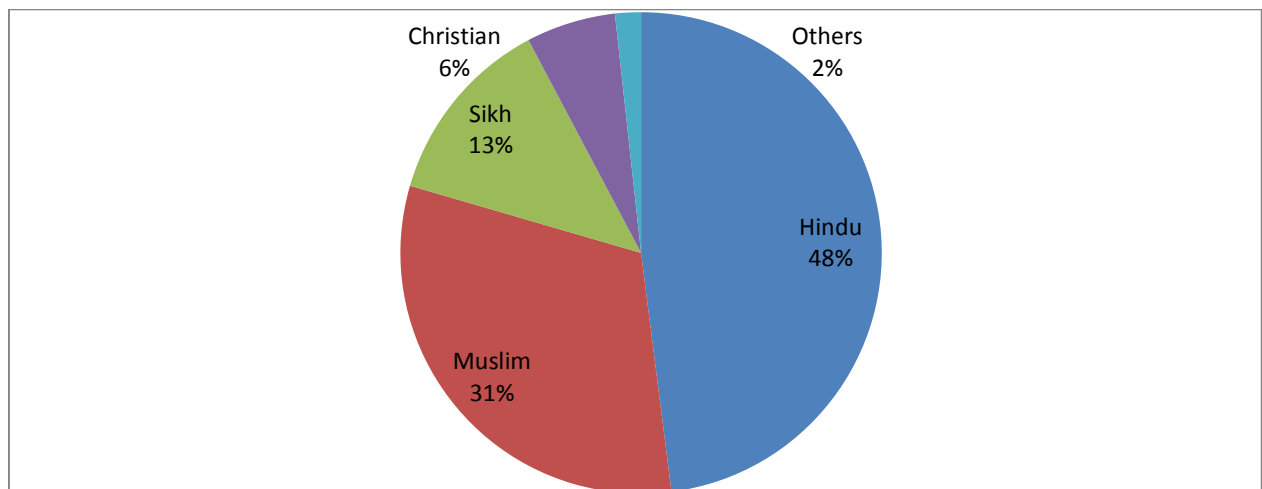
**Medium of School Education of Respondents:** In the present study of Impact of Cinema on Indian Adolescents “A Sociological Study of Changing Behavior Pattern and Lifestyle”. The adolescents selected as sample of the study to acquire more reproducibility in the study basically belongs to both medium of education i.e English and Hindi and are of both gender i.e Male (Boys) and Female (Girls). The frequency of each specific class of respondents in this category is explained below in table and figure 3



**Figure-1**  
 (Pie- Chart) Age Group and Class of the Respondents

**Table-2**  
 Religious status of the respondents

Religion of Students (Respondents)	No of Students (Respondents)	Percentage Respondents
Hindu	192	48.00%
Muslim	126	31.50%
Sikh	51	12.75%
Christian	24	6.00%
Others	07	1.75%
Total Respondents	400	100%

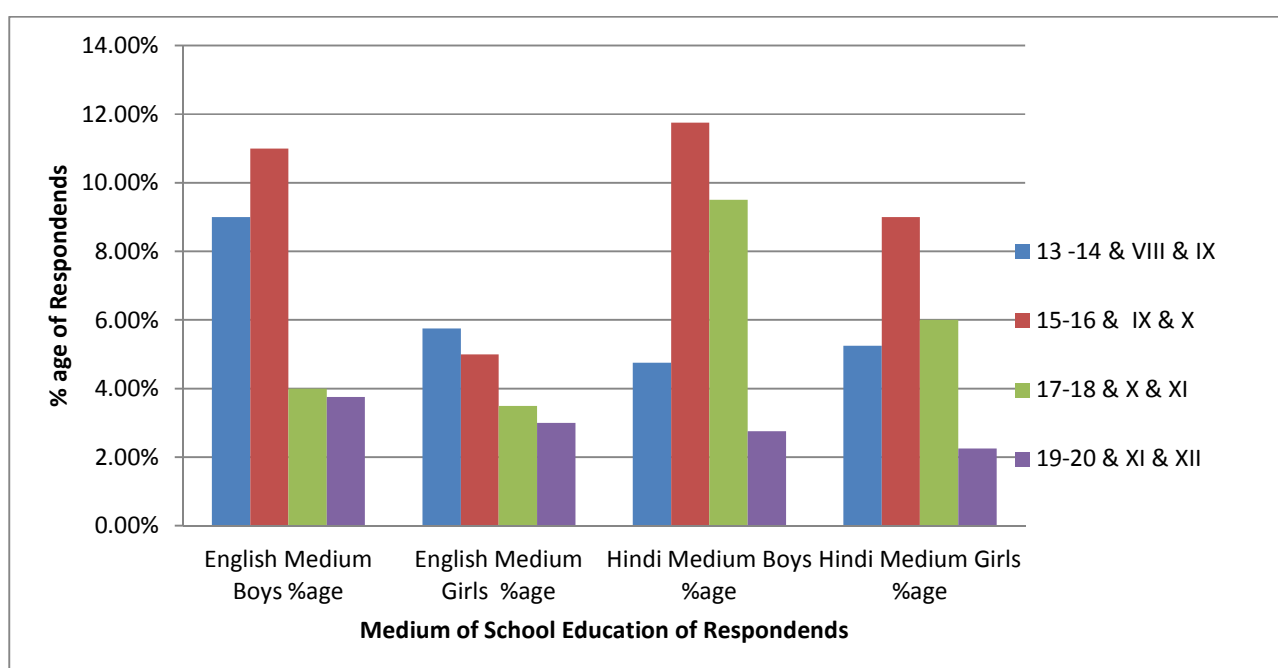


**Figure-2**  
 Religious status of the respondents

**Parents Occupation of Adolescents as the Respondents:** Occupation is basically the activity that serves as one's regular source of livelihood. The following table 4 and figure 4 clearly indicates that the adolescents' parents are doing business or job or anything else. The chart also clarifies the difference between the profession of boys and girls students.

**Table-3**  
**Medium of School Education of the respondents**

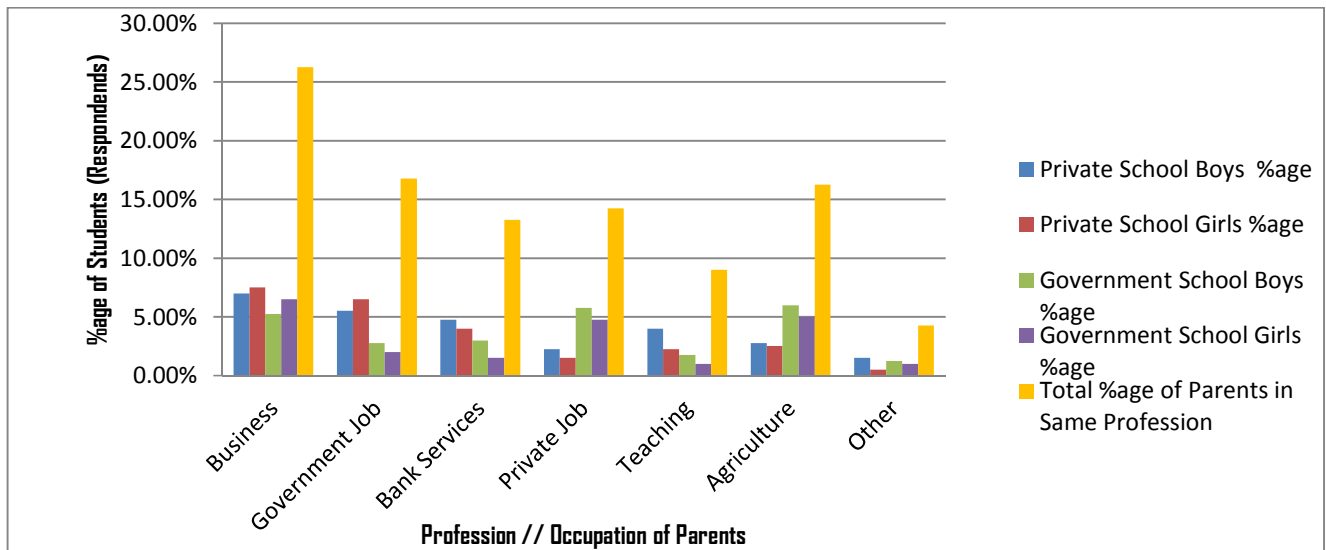
Age group of Students (Respondents)	Classes of Students (Respondents)	No of Students (Respondents)	English Medium		Hindi Medium	
			Boys No and %age	Girls No and %age	Boys No and %age	Girls No and %age
13 -14	VIII and IX	99	36 (9.00%)	23 (5.75%)	19 (4.75%)	21 (5.25%)
15-16	IX and X	147	44 (11.00%)	20 (5.00%)	47 (11.75%)	36 (9.00%)
17-18	X and XI	97	16 (4.00%)	14 (3.50%)	38 (9.50%)	24 (6.00%)
19-20	XI and XII	57	15 (3.75%)	12 (3.00%)	11 (2.75%)	09 (2.25%)
Total Respondents		400				



**Figure-3**  
**Medium of School Education of the respondents**

**Table-4**  
**Parents Occupation of Adolescents as the Respondents**

Profession of Parents of Students (Respondents) Replied the Questionnaire	Private Schools		Government Schools		Total No of Parents in Same profession
	Boys No and %age	Girls No and %age	Boys No and %age	Girls No and %age	
Business	28 (7.00%)	30 (7.50%)	21 (5.25%)	26 (6.50%)	105 (26.25%)
Government Job	22 (5.50%)	26 (6.50%)	11 (2.75%)	08 (2.00%)	67 (16.75%)
Bank Services	19 (4.75%)	16 (4.00%)	12 (3.00%)	06 (1.50%)	53 (13.25%)
Private Job	09 (2.25%)	06 (1.50%)	23 (5.75%)	19 (4.75%)	57 (14.25%)
Teaching	16 (4.00%)	09 (2.25%)	07 (1.75%)	04 (1.00%)	36 (9.00%)
Agriculture	11 (2.75%)	10 (2.50%)	24 (6.00%)	20 (5.00%)	65 (16.25%)
Other	06 (1.50%)	02 (0.50%)	05 (1.25%)	04 (1.00%)	17 (4.25%)
Total Respondents					400 and 100%

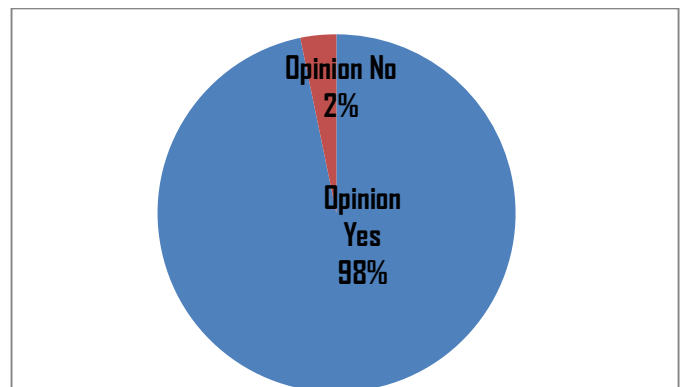


**Figure-4**  
**Parents Occupation of Adolescents as the Respondents**

**Interest in Cinema of Adolescents Respondents in Study:** As discussed earlier to study the Impact of Cinema on Indian Adolescents a questionnaire had been surveyed in the research and the section B of questionnaire i.e which deals with the interest in cinema of the adolescents respondents is been analyzed here so that we may get an idea about the percentage of adolescents in then society interested for the social change through media and cinema specially.

To observe the interest in cinema of adolescents who acted as respondents in current study following questions were asked: Statement 1 Do you watch Cinema?

Respondents reply is shown below in table and figure 5 below:



**Figure-5**  
**Respondents opinion that they watch Cinema**

**Table-5**  
**Respondents opinion that they watch Cinema**

Opinion of Respondents	No of respondents	%age of respondents
Opinion Yes	387	96.75%
Opinion No	13	3.25%
Total Respondents	400	100%

It is evident from the above data that nearly all the respondents who replied out of 400 approached, 97.00% students (387) watch cinema, whereas only 3.00% students i.e only eight (13) respondents says they don't watch cinema. This makes the study more significant as the impact will be more prone on respondents who watch cinema.

**Statement 2: What is the factor which takes you to the Cinema Hall?**

Respondents reply is shown below in Figure 5 and 6 below:

**Table-6**  
**Respondents opinion about the factor which takes them to Cinema Hall**

Opinion of Respondents	No of respondents	%age of respondents
Time Pass	106	26.50%
Overwhelming Factor	34	8.50%
Imagination	68	17.00%
Curiosity	74	18.50%
Soothing Your senses	81	20.25%
To study the Craft	21	5.25%
Respondents Did not replied	16	4.00%
Total Respondents	400	100%

There are various factors which make evident role to move any person to cinema hall. It is evident from the above table that nearly 26% of the sample population under study moves to cinema for time passes only.

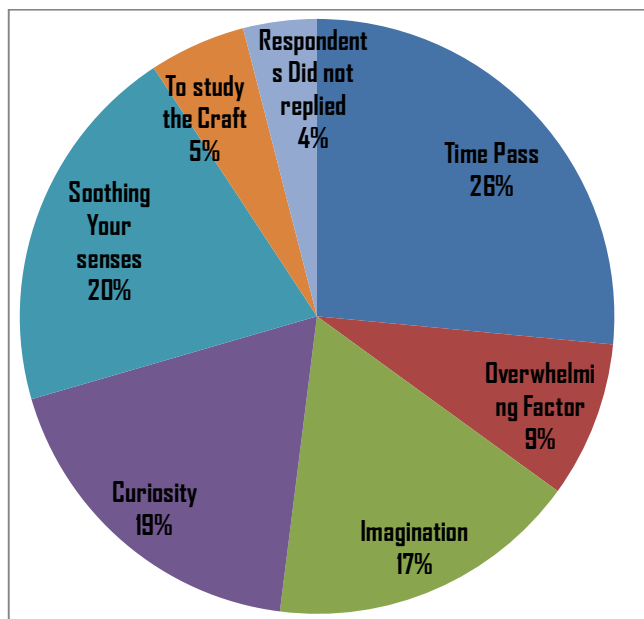


Figure-6

**Respondents opinion about the factor which takes them to Cinema Hall**

As the respondents are school adolescents they are having the factor soothing senses and imagination also the main factor which makes them to move to cinema hall. There percentage is 20% and 17 % respectively.

The curiosity is maximum in the age of adolescents; therefore 19% of these respondents have curiosity the blaming factor which makes them to go to cinema hall. They are curious about the world; they want to explore the world and its lifestyle with the help of cinema.

Around 5.50% i.e 21 respondents belong to the class where they are more prone to art and craft of cinema. These respondents move to cinema to study craft. There were around 4% of respondents who left this question unanswered.

**Statistical Analysis:** To test the hypothesis with the help of above opinion question and answers in table above; students “t” test was applied. In the two tailed “t” test it was supposed that<sup>12-15</sup>.

$H_0 = \mu = \mu_0$   
 $H_0 = \mu \neq \mu_0$ ; Where the population mean  $\mu = 50$ .

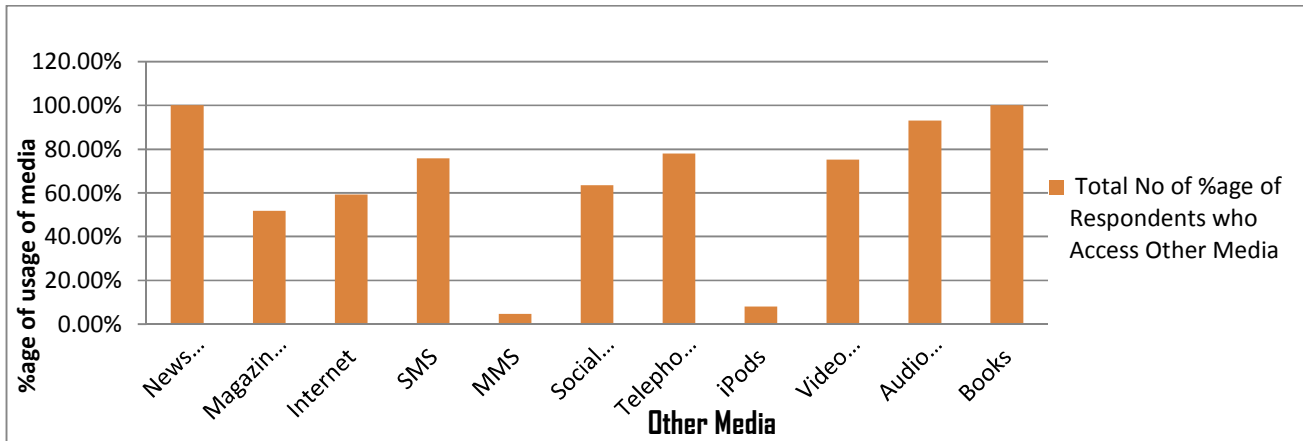
At 5% level of significance critical value (C.V) of  $t = 2.45$  for 6 degree of freedom. Since the computed value of  $t = 0.182$  is less than the table value of  $t$  which falls in acceptance region; hence Null Hypothesis  $H_0$  is accepted.

**Statement 3: What is the frequency of accessing other media in a day?**

Respondents reply is shown below in table 7 below:-

**Table-7**  
**Respondents opinion about frequency of accessing other media in a day**

Media	No of Respondents					Total No of Respondents (%age of Respondents)
	One Hour	Two Hours	Three Hours	Four Hours	Five Hours	
News Papers	344	34	15	03	02	400 (100.00%)
Magazines	173	21	06	04	03	207 (51.75%)
Internet	184	32	10	04	00	237 (59.25%)
SMS	222	72	03	05	01	303 (75.75%)
MMS	06	05	04	02	02	19 (4.75%)
Social Networking	205	38	07	02	02	254(63.50%)
Telephone	295	11	02	03	01	312 (78.00%)
iPods	19	10	02	01	00	32 (8.00%)
Video Games	220	71	06	03	01	301 (75.25%)
Audio Media –FM	82	192	84	11	03	372 (93.00%)
Books	19	46	186	128	21	400(100.00%)



**Figure-7**  
**Respondents opinion about frequency of accessing other media in a day**

The above Figures-7 indicate that for entertainment the adolescents have various other media and there frequency is mentioned clearly. News paper is the most evident sector where around 100% of population says that they read News paper atleast for one hour. 344; 34 and 15 students read news paper daily for one hour, two hour and three hour respectively.

Around 51.75% of total population of sample reads magazines and 59.25% of respondents use internet, the fastest growing communication media. 173 respondents read magazine for one hour and 21 reads for two hour daily. Whereas 184 students use internet daily for one hour and 32 uses it for two hour daily. There are 10 students who use internet for three hours daily.

As maximum numbers of persons are having mobiles and students use it for SMS as the shortest and cheapest sector of communication. Around 222 students daily spend nearly one hour for SMS to their friends. This segment is opted overall by 75.75% of total population.

MMS and iPods is a significant development of SMS and other entertainment technology but is usable by only urban and higher income group students; therefore 4.75% of total population use MMS and 8% of total population use iPods.

Facebook most popularly and other social networking are fastest in the growth to all segments of society. Around 205 students spend daily one hour for social networking. They might be moreover the same people who use internet daily. The total of 63.50% of sample population uses this media.

Telephone and Video games are also the segments for entertainment where the student adolescents spend their time. 312 (78%) and 301(75.25%) of total population uses this media respectively.

As the FM radio of various frequency is freely available in jaipur therefore the students uses it as the all-time segment of

entertainment. Around 93.00% of total students under study uses FM radio and that also maximum uses it for two hours daily.

Books are the sources of knowledge for aegis. Students are the class which keeps maximum study and general knowledge books and study the most of time. Around 186 students study books for three hours and 128 students might be of senior class uses it for four hours daily. All 400 (100%) of students respondents uses books daily.

**Statistical Analysis:** To test the hypothesis one way ANOVA is used in the above data of opinions about frequency of using other media by respondents.

**Result:** For (4,40) degree of freedom  $F_{0.05} = 5.72$  and for (10,40)  $df F_{0.05} = 2.66$ .

The calculated value of F is more than the table value at 5% level of significance. Therefore Null Hypothesis is rejected and it can be concluded that there is a significant difference between various Media Modes and there frequency of hourly watching by respondents.

**Statement:4 Where do you like to watch a movie?**  
 Respondents reply is shown below in table 8 below:

Opinion of Respondents	No of respondents	%age of respondents
Television	116	29.00%
Theatre	209	52.25%
Internet	44	11.00%
Home Theatre	15	3.75%
Multimedia	07	1.75%
Respondents Did not replied	09	2.25%
Total Respondents	400	100%



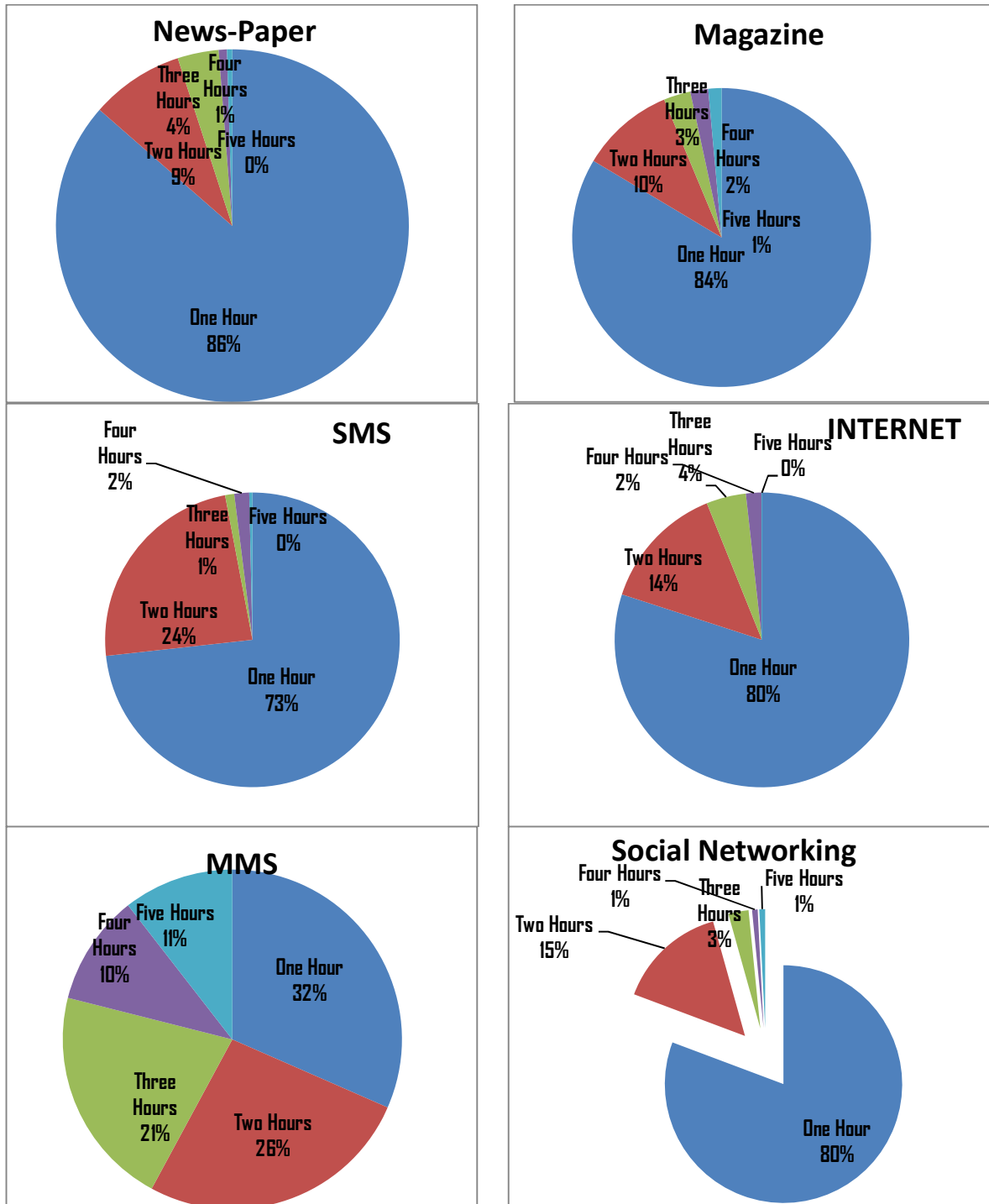


Figure-8

Pie Charts of Respondents frequency of using other media

The above Figures predicts about the opinion of respondents about the place to watch cinema. Theatre is the most common media of watching cinema with 209 respondents watching cinema in theater, and holds 52.25% of total population.

The television is the second most common place to watch cinema or movie by adolescents'. As it holds 29.00% of respondent's population.

Internet is also the common entertainment media and 11.00% of internet users watch cinema on Internet. Whereas other respondents watch cinema at Home Theater or Multimedia. And 2.25% of respondents did not replied to this question.

At 5% level of significance critical value (C.V) of  $t = 2.57$  for 5 degree of freedom. Since the computed value of  $t = 0.35$  is less than the table value of  $t$  which falls in acceptance region; hence Null Hypothesis  $H_0$  is accepted.

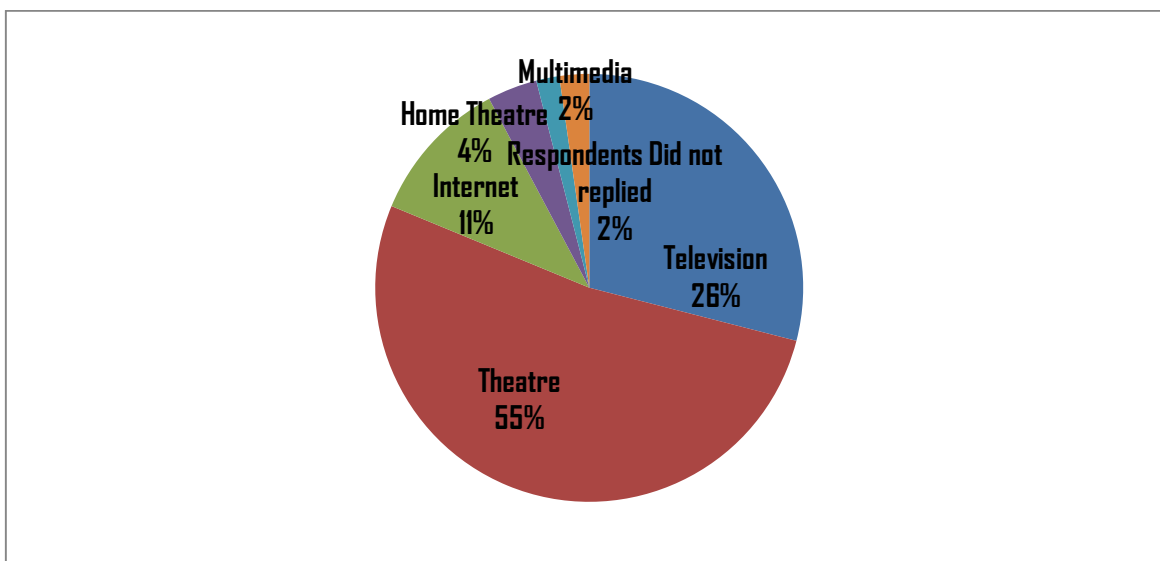
**Statistical Analysis:** To test the hypothesis with the help of above opinion question and answers in table; students “t” test was applied. In the two tailed “t” test it was supposed that<sup>12-15</sup>.

**Statement: 5, 6 and 7: are related with frequency of watching movie and other media, ringtones downloading etc.**

$$H_0 = \mu = \mu_0$$

$H_0 = \mu \neq \mu_0$ ; Where the population mean  $\mu = 50$ .

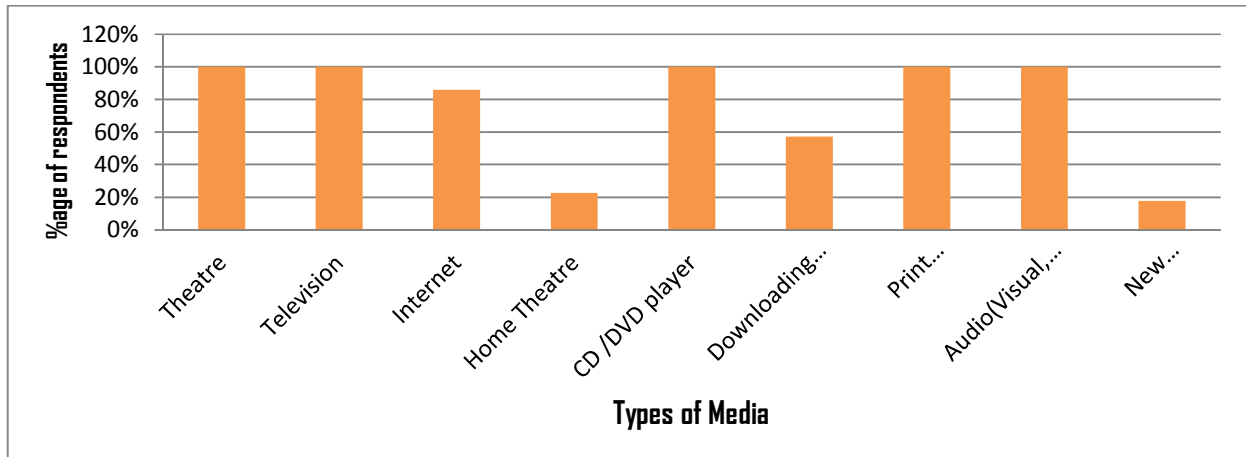
Responses to all these frequency of using media questions are described in table 10 below of all the respondents:



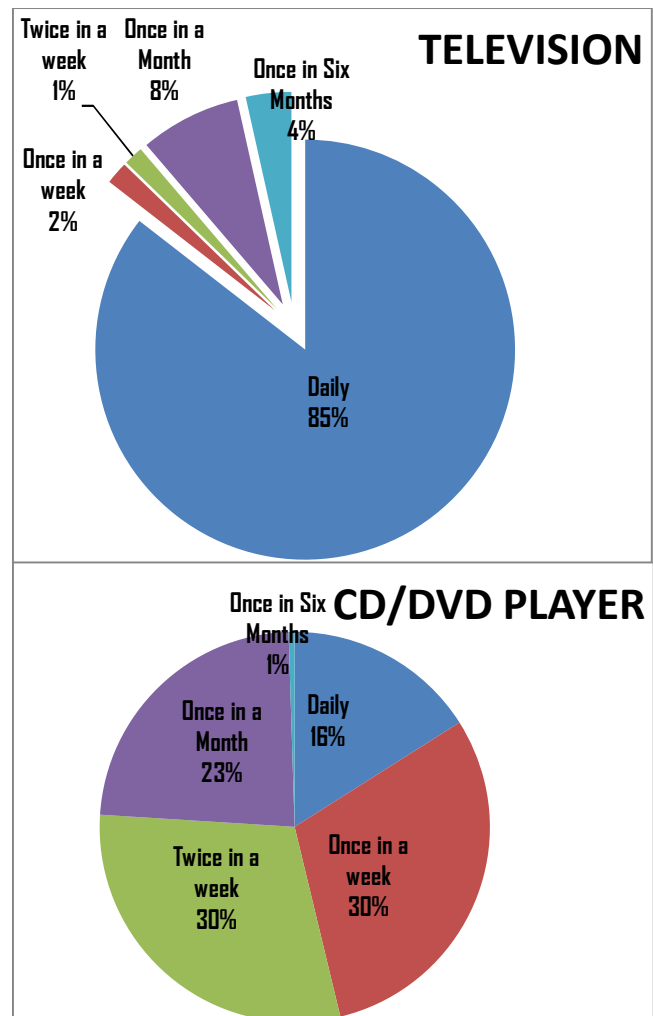
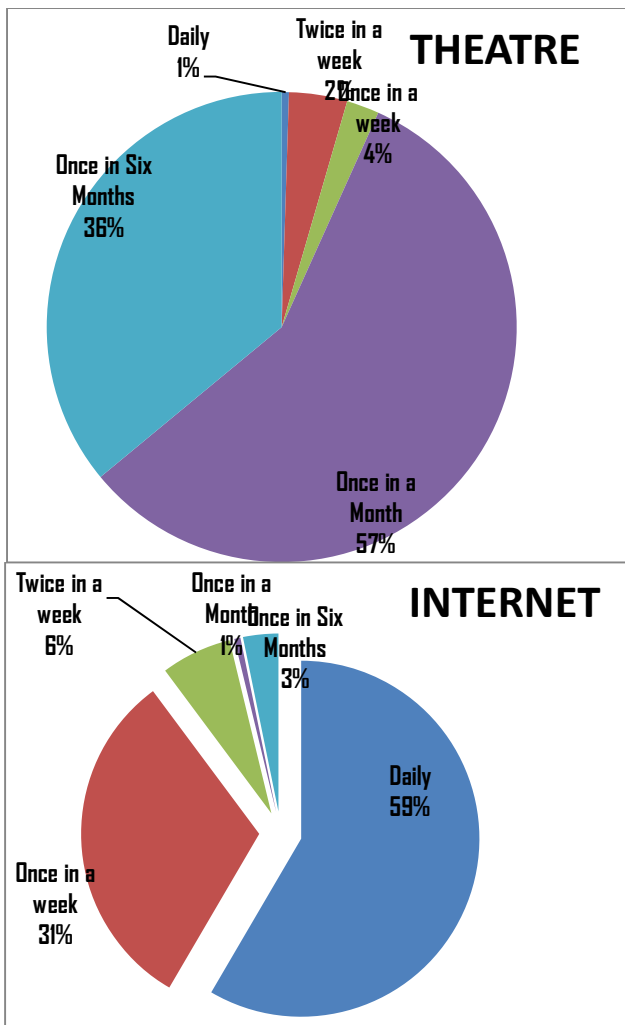
**Figure-9**  
 Respondents opinion about place to watch movie

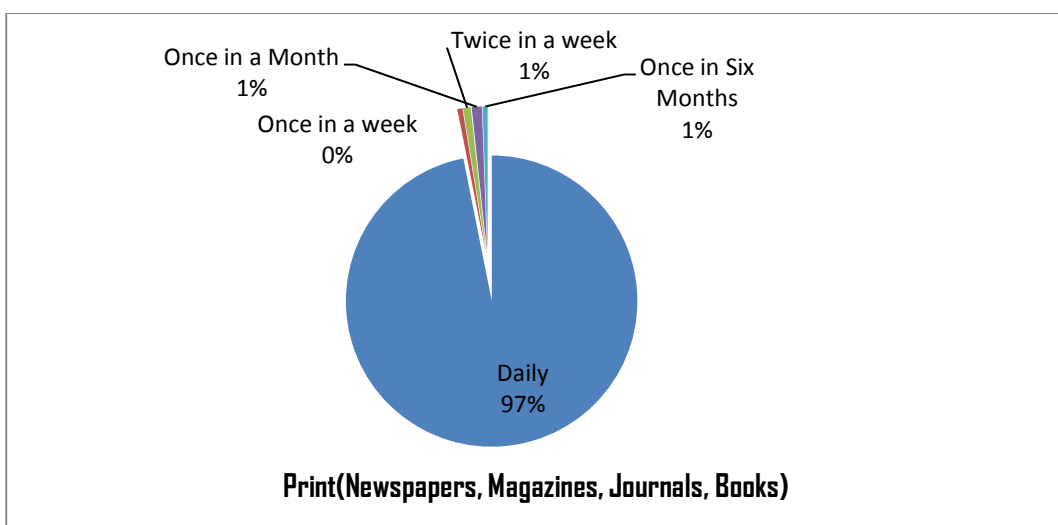
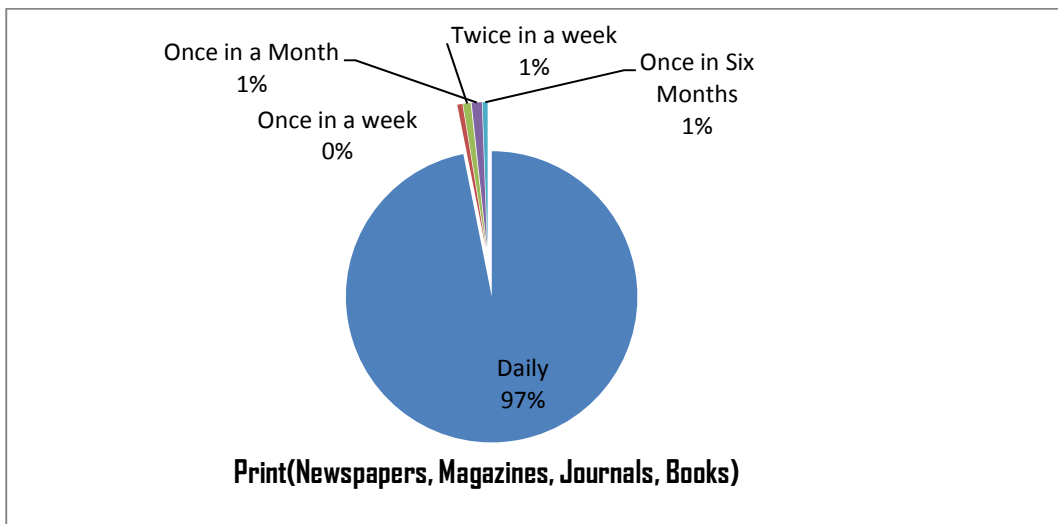
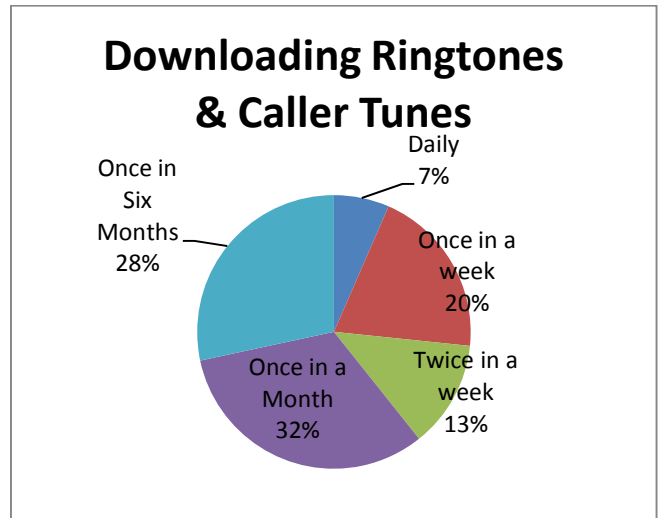
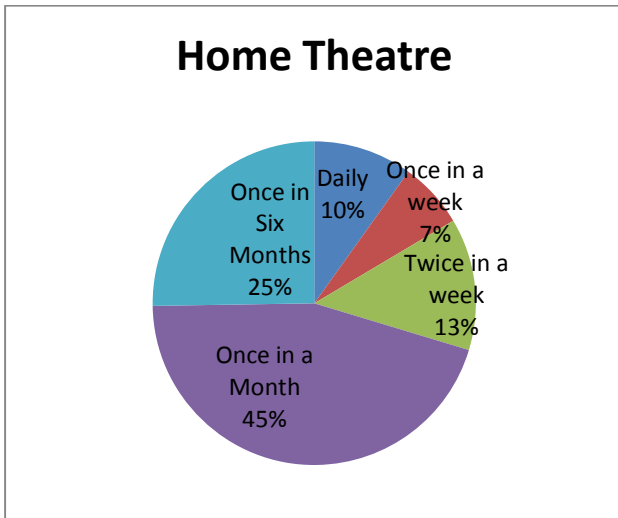
**Table-10**  
 Respondents opinion about frequency of various media

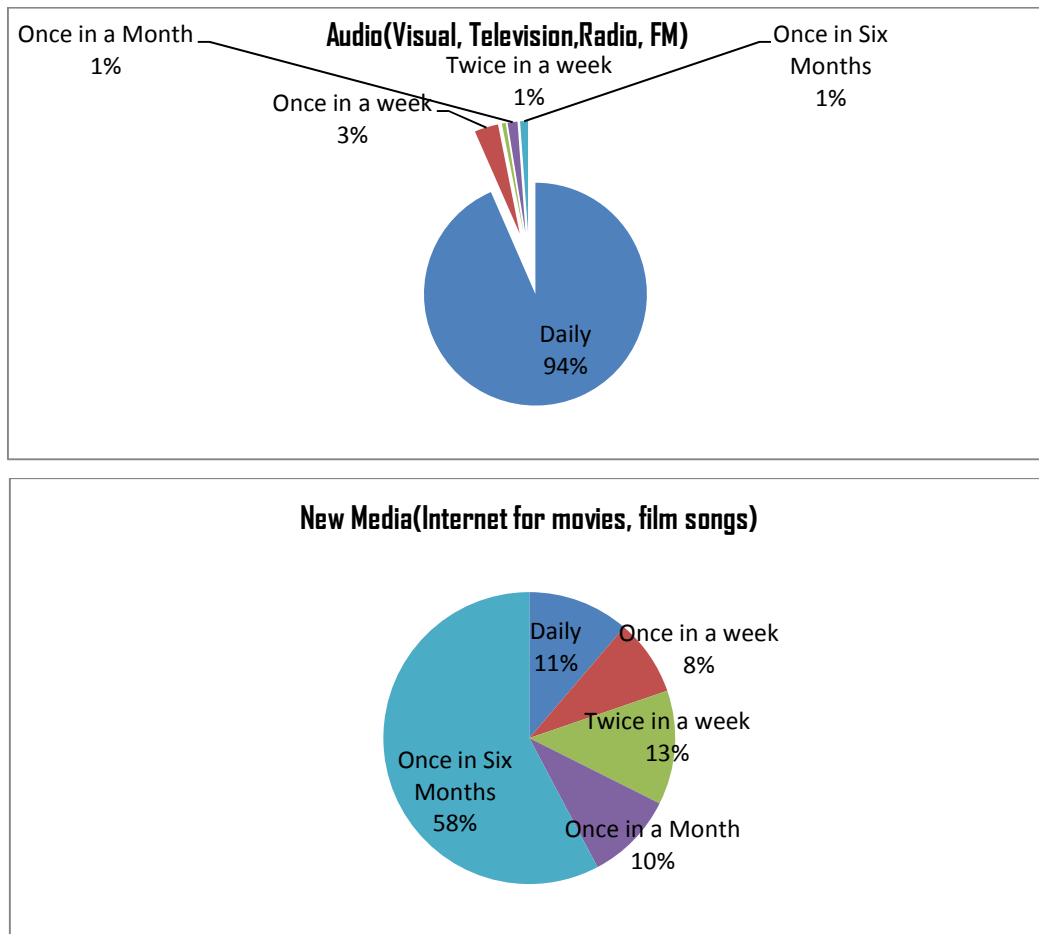
Media	No of Respondents (%age of Respondents)					Total No of Respondents
	Daily	Once in a week	Twice in a week	Once in a Month	Once in Six Months	
Theatre	02	16	09	229	144	400(100.00%)
Television	342	07	06	31	14	400(100.00%)
Internet	201	108	22	02	11	344 (86.00%)
Home Theatre	09	06	12	41	23	91 (22.75%)
CD /DVD player	64	121	119	94	02	400(100.00%)
Downloading Ringtones and Caller Tunes	15	46	29	74	65	229 (57.25%)
Print (Newspapers, Magazines, Journals, Books)	391	01	03	04	01	400(100.00%)
Audio(Visual, Television, Radio, FM)	388	02	01	04	05	400(100.00%)
New Media (Internet for movies, film songs)	08	06	09	07	41	71 (17.75%)



**Figure-10**  
 Respondents opinion about frequency of various media







**Figure-11**  
**Pie carts of Respondents opinion about frequency of Individual media**

The above data in figures represents the opinion about frequency of using other media by respondents. Theater is used by 400 (100%) respondents with maximum going once a month i.e 229. Television is the most common entertainment form and is viewed by 400 respondent's i.e 100%. Television is watched daily by 342 respondents.

The frequency of using internet is daily for 201 students and 108 students once in a week. The total respondents who use internet are 86.00%. Home theatre is less common and used by 22.75% population of sample only.

CD/DVD is also common among students for watching cinema as all the students i.e 400 respondents which holds 100% of total population uses these entertainment devices. Downloading ringtones is common these days mostly among students as 57.25% students uses this facility of mobiles. Around 46 students uses it once a week and 74 uses once in a month. Normally the movie watched in cinema impacts the students to download the favorite song of the movie in there mobiles.

Print media is the largest accepted and used media and 100% of population uses this. 391 students reads daily newspaper etc other print media. Audio FM radio is also used by 388 students daily. New Media is also common among 17.75% population.

Films as mass media continue to play an important role in leisure pattern of our society. Despite television, many people today go to the theatre to see the films to enjoy the photography and music and sound effects, whenever they have leisure time. (Srinivas, 1962), Some enjoy it on television, whereas, some watch it on video at their own convenience, without being under the pressure of following the time schedule of a theatre or television.

Many foreign films are also being shown in theatres as well as on television. Many feel that these films pose a threat to our cultural identity. These films help people to know the culture, values, and people of the world.

As a result, they are able to select their value system with more wisdom and maturity, because cultural openness also contributes to the development of mind.

**Statistical Analysis:** To test the hypothesis One way ANOVA is used in the above data of opinions about frequency of using other media by respondents.

**Result:** For (4,32) degree of freedom  $F_{0.05} = 5.75$  and for (8,32) df  $F_{0.05} = 3.08$ .

The calculated value of F is less than the table value at 5% level of significance. Therefore Null Hypothesis is accepted and it can be concluded that there no significant difference between various Media Modes and there frequency of opinion in respondents.

## Conclusion

The direction, in which Film Industry and Cinema are moving today, has generated enormous social tension to which we have not been able to find appropriate solutions. The situation as on date is that via these commercials, power has been transferred to business houses that have consistently ignored the social implications of their actions. The problem is fundamental, as on the basis of the review of literature, it has been established that the content of Films and Movies is damaging for not only society, but morality too. Complaints and concerns about Cinemas have been extensive since their advent<sup>17,18</sup>. Although some substantial research has been done on the positive and negatives both consequences of cinema across the world, the behavioral consequences and sociological impact of cinema on adolescents and its values caused by exposure to them is yet an unexplored area. The researchers have not come across much research on this issue in India. This study is, therefore, timely as the society needs to be made aware of the influence of Cinema on the social and moral turnout of the viewers. Via this study, an attempt has been made to evaluate the social implications of Impact of Cinema on Indian Adolescents "A Sociological Study of Jaipur" Therefore the current study proves that for adolescent Viewing Cinema as a powerful medium of information, education and entertainment results in the process of opinion building in various social groups. And cinema is the medium of cinema reciprocates in bringing a social change. And at-last it can be concluded that adolescents are very much influenced by the cinema and they inhale psychological, cultural, sociological changes along with the drastic changes in lifestyle, behavior, and so on.

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