The Impact of Global Literature on Indian Cinematic Songs. A Study

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Abstract : Cinema is a medium of communication and it is a popular medium of mass consumption by society, which plays a key role in molding personalities by constructing images and reinforcing dominant cultural value. It is blend with modern art and is the mirror of the society. The present paper investigates on Indian cinemas contemporary literature and its usage in cinematic songs. The methodology is based on content analysis by identifying the taste of audience. The analysis has been made by selecting top four popular cinematic song’s lyrics in recent years and later it discusses the impact on contemporary’s cultural change in the society by the global language. The study also deals with future challenges that have to be faced by the modern society in the context of Indian cinematic literature and culture.

Key Words: Cinema, Literature, Global Language, Globalization.

Introduction

From the past 200 years we are moving steadily towards being “One World” in economic, political and culture sense. Globalization is generally associated with the integration of the world; with the market breaking open the barriers across nation states in term of flow of trade, finance, technology, knowledge and culture. It supposed to be a leveler with universal benefits, reaching out to all countries and to residents uniformly. Thus the advance of technology, especially in the information and communication technology (ICT) sectors, are considering to have faculties the proliferation of the forces which have initiated globalization in most part of the world. Globalization is supposed to work best with a minimalist role of the nation state vis-à-vis the waves of the global market.

Thanks to the global spread of ICT’s the very pace of technological innovations adds a new pattern to the current phase of innovations which is also market driven. This is a departure from the system earlier years, when the accessibility as well monitored by the state, and mostly in public interest. Of course the diffusion of technology might have guided by the abiding interests of colonial state, as in the

British dominated colony of India. Technology today brings in newer channels of communication, with novel.

English as a Global Language:

DavidCrystile feels that a “Language becomes a world language for one reason only, the power of the people who speak it” English language is benefited by the political (military) power, technological power, economic power and cultural power at different times of history. One has to recollect that. At one time English language was considered the one “On which the sun never set”.

Industrial revolution of 18th and 19th century in England and the economic power of United States in 20th century have helped to propel English in to its prominent position in the contemporary global scene. Two of the domains power factors that have enabled English to acquire the present position of a global language are Movies (Motion Pictures) and Music (M2). Music:

Movie making and the audio recording emerged as a great influence on the music popularity. Since majority of the audio and video revolutions took place in the land of English it automatically popularized English to the greater heights.

Movies:

WimWendrs: - “People increasingly believed in what they see and they buy what the believe in……People use, drive, wear, eat and buy what they see in the movies”, Siunce the arrival of motion pictures and cinema houses in 1895 and 1st world war helped in shifting of motion pictures making from various countries and the emerge of Hollywood as its epic centre made English Language popular. Thus the significance cannot be underestimated on the promotion of Language. Cinema clearly opens a most useful window on to a cultural and its study brings us intimacy and immediacy unavailability from most other media of communication.

Culture resembles the once lands custom, behavior patterns, values, arts and crafts and the practice of everyday life of people inhabiting culture.

“Cinema as a federal art and film is a collective collaboration of several art forms, Literature,
music, painting, acting, photography, editing and other art forms coming together according to the needs by taking different form, creating a film. It is a democratic art as it engages various art forms. Undoubtedly the director is the focal strength of a film\textsuperscript{7},(BaraguruRamachandrappa) as in a literature writer is a focal strength in literature writing.

**Indian art and culture**

India is considered to be the land of varieties as “epitome of world”.

Beneath “the many –fold diversity of physical and social type, language, custom and religion which strikes the observer in India, they can still be discovered a certain underlying uniformity of life from the Himalaya’s to Cape Comorin”\textsuperscript{2}

This is the land of Ashoka, Gautama Buddha, Mahaveera, Chandra Gupta Mayura and Chanayaka, Sushruta works in Ayurveda, Aryabhata’s Astronomy and Mathematics, Kautiya’s Arthasasthra, Manu’s Manuismruti, Vatsayana’s Kamasutra, Patanjali’s Astanga Yoga, KalidasShakuntbale… etc. India has given to the world Vedas and Puranas, as also epics like Ramayana Mahabharatha signifying the complexities of human existence which have relevance to today’s world.

Indian Art is rich in its tapestry of ancient heritage, medieval times, Mughal rule, British rule, Progressive art and now contemporary art. With a 5000-year-old culture, the earliest recorded art of India originated from a religious Hindu background, which was later replaced by a soaring popular Buddhist art. It is one of the very few living civilizations. Accordingly to the records of archaeology, considering the nature and material tools and implements discovered, by the historians divided the earliest settlers in India into two classes namely Paleolithic and Neolithic. Moreover, from a timeless era art in India has been inspired by spiritualism and mystical relationship between man and god. Art in India had survived in its homeland and spread from time to time all over the world. This was possible because many kings who recognized budding talent patronized art and themselves were great connoisseurs. Each king has left a deep impression of his affinity to the artist community. Until today, art is patronized by the rich and famous in the country\textsuperscript{7}.

The culture of India refers to the Dharma, beliefs, customs, traditions, languages, ceremonies, arts, values and the way of life of India and its people. Indian history is enriched not only by the people of great eminence but also by art and culture which has its own heritage not only in India but to the whole world.

India’s languages, religions, dance, music, architecture, food, and customs differ from place to place within the country. Its culture often labeled as an amalgamation of these diverse sub-cultures, spans across the Indian subcontinent and includes traditions that are several millennia old. Chinese traveler Hiuen-Tsang who travelled in 630 AD says…. Nalanda education was not confined to religious subjects nor was it connected with one religious subjects nor was it one religion or sect. Not only the Hindus and Buddhist literatures in all their branches, but even other subjects like logic, grammar, medicine, Sankhya philosophy, occult Science etc. where well studied.Discourses were given from 100 pulpits every day.

Many elements of India's diverse culture, such as Indian religions, yoga, and Indian cuisine, have had a profound impact across the world. Pakistan and the North Indian States were influenced by the medieval Indo-Persian culture, exemplified by its musical, culinary and architectural designs such as the TajMahal, while South India developed largely independent of foreign influences three of the four languages classified as classical languages of India belong to the Dravidian language family, namely Kannada, Tamil and Telugu\textsuperscript{8}.

**Technology and Culture**

Today’s technology has often been replacing the interest of the labour. Instead of creating more job opportunities as better terms, the new technology, is often used in industry to replace labour. This has become very true in developing countries like India\textsuperscript{2}. Industries not only replaced the skilled labour but also skilled culture.

As we are moving towards “One World” with one in economic and cultural aspects. The mass media Cinema industry as an part of mass media plays a vital role in transforming the global culture to society and today we are living in adopted hybrid culture. The mass media plays an important role. The press, radio, TV, internet, cinema entertains and spreads information to people and plays an important role in shaping the public opinion, popular culture and social attitudes etc. Culture is interpreted in several ways it includes knowledge, believe, art, morals and any other habits acquired by human beings. The culture in ancient country like India is not only complex but closely interwoven with social realities\textsuperscript{3}.

The citizens in modern societies have far greater access to news and information than in earlier times. In fact, there is often an “information load” with the people being flooded with so much information which leaves them confused.

The power of the media is well recognized by politicians and commercial firms. Political parties often own newspapers agency, FM radio stations and television channels to publicize their parties’ ideology. It is countered by TV channels and newspapers of opposing parties and people are left to judge for themselves who is speaking truth and who’s not. In totalitarian states only government’s point of view is presented, but
the people generally learn to discount much of it! A part from political views, the attitudes, fashions etc. of the people, particularly the youngsters, is powerfully affected by mass media. If sensibly used, the mass media can play a major role in improving society. On the other hand if they are used wrongly it can create adverse effects. The violence and sexual misbehavior in many western nations is often blamed on the type of programmes churned out by their films and television.

Cinema is one of the powerful mass media where the global culture is prorated to grass root level in the form of entertainment like songs. Indian cinema may not have played a revolutionary role but has definitely contributed to the linking together of 900 million Indians from different language, religions and cultures. The other main contribution of Indian cinema has been towards developing and preserving a composite culture for India. Indian cinemas has always espoused the love and good will among Hindus, Muslims, Sikhs and Christians and merge of all culture. The Indian cinema has retained its popularity even in the age of New media. The viewers able to watch TV and new media round the clock that promote the cinema culture and has become most popular medium of popular culture expression. The Music is an strong presence in the films that is actually deeply rooted in India’s rich culture traditions. This is an another important element of film that promotes the culture through lyrics, costumes, dance..etc. Where the audiences decode the art form and adopt the cinema culture, where we see their performance in various functions, festivals…etc .Thus even film music also an interregnal part of culture in Indian society.

The Impact globalization and global language in New media TV music channels has made the recent trend to change in film lyrics. The impact global literature (English Language) has forced to hybrid culture. These are the some of the top popular songs in recent years where we see the impact of film music on following culture. Folklore Film music, National Film music, Regional language Film music, Sanskrit language Film Music.

1) Folklore Film music:

!”MunniBadnamHoiDarlingtereliye…...”

2) National Language Film music:

!”My name is SheelaSheelakiJawani....”

3) Regional language Film music:

!”Yo Boys… is Kolaverikolaveri....”

4) Sanskrit language Film Music:

!”DreamumWakeupam...”

These are the top four songs in the recent years, on the demand of public that been aired in majority of FM radio stations and TV Music channels and even as mobile ring tones. The common factor that lies in these songs are

1. It is based on hybrid culture - Regional and National language lyrics are mixed with English
2. Dominance of English is more in Lyrics
3. Songs have Erotic Expressions.
4. The music is blend of Indian and western instruments.
5. All songs have entertainment factor

Music is always been the symbol of self identity that represents individual culture. But today’s
scenario is different we are in the stage of mix culture. Picture 1 is the impact of global language on folk language, Picture 2: shows how the global culture and global language has been adopted in Hindi language as dress and costume also, Picture 3: shows the regional language (Tamil) is also victim of global language in the form of rhyme song. Picture 4: describes not only the present language, also the ancient and traditional language Sanskrit is also been mixed with English culture. This is not only (Hybrid culture) restrict to India but also to the world e.g.: Gangnam style. This shows how the regional and national language loosing its importance and adopting global language and global tradition in cinematic form. The Cinema as a medium of communication and as a popular medium of mass consumption by society, which plays a key role in molding personalities by constructing images and reinforcing dominant cultural value.

Conclusion:

Indian Art is rich in its tapestry of ancient heritage, with a 5000-year-old culture. The question that arises in the fast changing world’s scenario is the challenge of global language (English) and globalised culture to the global status, which is making the survival of original culture tough. India itself is in transformation stage, we see the form of melting culture through languages, dress codes, food habits and various other behavioral styles in the society. As we all know that cinema (mass media) plays crucial role in accepting and adopting the global culture by the society. The question that arises, now should we adopt this global language and culture, which leaves hybrid culture for coming generations or should we use global language as business language and our mother tongue as personal language, without harming our own culture.

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