

# Research Proposal

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## The Influence of Movies on Teenagers in Indian Cinema

Submitted by:

Hamshavarthina K

Department of Visual Communication

Rathinam College of Arts and Science, Coimbatore

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### **Title:**

The Influence of Movies on Teenagers in Indian Cinema

### **Introduction :**

Indian cinema is one of the largest film industries in the world and has a profound impact on audiences, particularly teenagers. Films shape lifestyle choices, fashion, communication, career aspirations, and attitudes toward social issues. While cinema has the potential to inspire creativity and awareness, it can also create unrealistic expectations, reinforce stereotypes, and influence risky behaviors. This study seeks to explore both the positive and negative effects of Indian cinema on teenagers.

### **Problem Statement:**

With the rapid growth of streaming platforms and easy access to films, teenagers are increasingly exposed to diverse cinematic content. While some films promote positive values, others glamorize violence, materialism, and unhealthy habits. Understanding how cinema influences teenagers' behavior, values, and ambitions is critical for parents, educators, and policymakers.

### **Objectives of the Study:**

1. To assess the beneficial and adverse effects of Indian cinema on teenagers.
2. To examine how films influence teenagers' attitudes, lifestyle, and cultural perceptions.
3. To explore the role of cinema in shaping career ambitions and social awareness.
4. To analyze the extent to which teenagers critically differentiate between cinematic fantasy and reality.

### **Research Questions:**

- How does Indian cinema affect teenagers' fashion, communication, and behavior?
- To what extent do films shape teenagers' career choices and ambitions?

- What social and cultural values do teenagers adopt or reject from movies?
- How do teenagers perceive the balance between positive and negative influences of films?

### **Hypothesis:**

Increased exposure to Indian cinema significantly influences teenagers' social behavior, lifestyle, and aspirations.

### **Significance of the Study:**

This study will help educators incorporate media literacy into learning, assist parents in guiding teenagers' viewing habits, and encourage filmmakers to adopt responsible content creation. The findings can also support policymakers in framing regulations for media influence on youth.

### **Research Methodology:**

- Design: Mixed-methods research.
- Quantitative: Structured questionnaires distributed online to teenagers aged 13–19.
- Qualitative: Content analysis of selected Indian films (e.g., 3 Idiots, Chhichhore, Queen, Kabir Singh) and in-depth interviews with teenagers.
- Sample Size: 100 teenagers (random sampling).
- Variables:
  - Independent: Exposure to Indian movies (frequency, genre, content).
  - Dependent: Teenagers' behavior, attitudes, lifestyle choices, and aspirations.

### **Limitations:**

- Small sample size may limit generalizability.
- Self-reported data may be influenced by social desirability bias.

### **Expected Outcomes:**

- Identification of both positive and negative impacts of Indian cinema on teenagers.
- Insights into how movies inspire ambitions and influence fashion, relationships, and social opinions.
- Recommendations for promoting media literacy and responsible filmmaking.