

The Role that Movies Play in Shaping Both Individual Daily Routines and Societal Norms

OPEN ACCESS

Volume: 11

Special Issue: 1

Month: March

Year: 2024

E-ISSN: 2581-9402

Received: 25.01.2024

Accepted: 11.03.2024

Published: 22.03.2024

Citation:

Prabakaran, P., and R. Sudharsan. "The Role That Movies Play in Shaping Both Individual Daily Routines and Societal Norms." *Shanlax International Journal of Management*, vol. 11, no. S1, 2024, pp. 34–38.

DOI:

<https://doi.org/10.34293/management.v11iS1-Mar.7996>

Prabakaran. P

Student, Department of MBA

Dwaraka Doss Govardhan Doss Vaishnav College, Chennai, Tamil Nadu

Sudharsan. R

Student, Department of MBA

Dwaraka Doss Govardhan Doss Vaishnav College, Chennai, Tamil Nadu

Abstract

In today's world, films are everywhere. They are not just a source of amusement, but they also have the power to alter people's daily routines and social standards significantly. This study explores the complex relationship between films and human behaviour, explaining how cultural transmission, narrative framing, and cinematic representations influence both the micro and macro aspects of human existence. Through the lens of representation, films have significant influence over people's perceptions and actions. The way different identities such as those related to race, gender, sexual orientation, and socioeconomic status are portrayed affects how people view themselves and other people. Movies are a major factor in the formation of societal attitudes and norms, whether they are challenging or reinforcing stereotypes. Movies have the power to change how society views acceptable behaviour, social roles, and beauty standards by supporting or challenging particular images.

Keywords: Civil Rights Movement, Fashion Trends, Fitness, Films, Impact, Personal Routines, Stereotypes, Social Norms

Introduction

The manner in which movies are framed narratively reinforces their power to form societal norms. Movies create and uphold prevailing ideologies through narrative, upholding a few social values at the same time as thinking about others. Viewers absorb these tales, whether consciously or unconsciously, and this may affect their attitudes and behaviour. Additionally, films have the capability to question popular understanding and advance opposing viewpoints, igniting a communicate that could lead to cultural shifts and social alternates. Another manner in which movies impact daily exercises and social norms is through cultural dissemination. Movies are a globalized medium that unfolds norms and values among an extensive variety of visitors via bridging geographic and cultural divides. One thing contributing to the globalization of cultural practices and intake styles is the proliferation of Hollywood films. On the other hand, worldwide movie presents a platform for intercultural speech and the adoption of novel standards and standards.

Movies have an impact on ordinary activities that goes beyond easy amusement intake to consist of client behaviour and way of life selections. Pop lifestyle is rife with lifestyle choices, ingesting customs, and style tendencies stimulated with the aid of films, which shape humans' perceptions of and interactions with their surroundings. Moreover, because movies are so immersive, people might also begin incorporating movie-inspired rituals into their normal lives, making it harder to differentiate fact from fiction. Movies are essentially answerable for influencing how society's perspectives cultural requirements and beliefs. Films replicate and support the fears, aspirations, and values of society, whether or not they may be idealizing a particular existence or criticizing societal injustices. Movies help to construct societal norms by portraying lots of social dynamics, which include relationships, gender roles, and ethical quandaries. This has an impact on how people navigate their social environment.

Creating Personal Routines: Motivation and Emulation

For people who want to make modifications to their everyday routines, films can be a thought. In a fitness film, a person's dedication to a healthful lifestyle may additionally inspire visitors to exercise sessions. In a similar vein, looking at a documentary about mindfulness strategies may also encourage people to start meditation in the morning. This effect is the end result of storytelling's efficiency. As viewers watch characters overcome obstacles and attain private desires, they're inspired to version high-quality behaviours for themselves. A platform for social getting to know via imitation is also provided by movies. Famous characters' style statements can have a big impact on what people select to put on. For example, the Nineteen Eighties "preppy" fashion trend become greatly influenced by movies inclusive of "Clueless." This demonstrates how movies can impact patron behaviour and set traits.

Strengthening Social Standards: The Influence of Repeating

Movies frequently constitute and perpetuate prevailing social norms, in particular those referring to social hierarchies, gender roles, and own family relationships. Unconsciously, our belief of "everyday" own family life can be fashioned by using the mainstream media's constant advertising of the nuclear own family shape. Similarly, stereotypes approximately professions can be reinforced via the ordinary portrayal of gendered professions (e.g., male doctors and female nurses). this is not possible to overstate the effect of repetition. Movies have the strength to normalise positive social structures and behaviours by way of frequently showcasing them, despite the fact that those requirements are not time-honoured for every person. There can be advantages and drawbacks to this. Films that honour range and inclusivity, for instance, can guide constructive social trade. On the opposite hand, social injustices may be sustained via the continual illustration of particular stereotypes.

Taking on the Status Quo: Films as Change Agents

Movies have the ability to effectively effect social change, even in spite of their propensity to perpetuate established norms. Movies that depict underrepresented groups or confront systemic injustices have the power to provoke thought and increase awareness. Films that feature strong female characters, such as Ripley in "Alien," or Black narratives, such as "Get Out," have the potential to break down barriers related to race and gender. In the past, films have been vital to social movements. Films such as "Selma" that depict the Civil Rights Movement have contributed to the development of empathy and understanding for the movement. Likewise, films such as "An Inconvenient Truth" elevated environmental concerns to the public eye, impacting not only personal choices but also legislative modifications.

The Changing Influence of Genre, Repetition, and Technological Advancements

Further factors influencing the impact of films on our lives include genre, repetition, and technological developments. Some film genres, like biopics and documentaries, have a stronger ability to impact our perception of reality and motivate action in the real world. On the other hand, while science fiction and fantasy films may not directly affect our everyday lives, their fantastical elements can still influence our dreams and imaginations. The impact of films can also be increased through repetition. Certain messages or representations can become more ingrained in our minds and appear more authentic or natural when we are exposed to them repeatedly. Movies are becoming increasingly more accessible thanks to streaming offerings, which will increase their effect by way of facilitating rewatching and imparting short get entry to a big collection of media. The immersive power of films is further greater by using technological improvements in filmmaking. By emulating a &being there, digital fact reviews have the capability to blur the boundaries between reality and fiction and increase the effect of on-display screen behaviour on visitors. Ethical Perspectives and The Authority of Selectivity; An essential approach to film consumption is required because of the movies' powerful impact. Audiences must be cognizant of possible prejudices and stereotypes which are bolstered in movies. Gaining media literacy abilities enables human beings to assess the messages provided in films and make nicely-knowledgeable decisions approximately how one's choices will have an effect on their very own life and social norms.

From Popcorn to Practice: The Impact of Film on Everyday Activities

There are many subtle ways that films can affect our daily routines. Imitation and Inspiration: Characters with distinct routines are frequently shown in movies. A prosperous executive is shown in a montage getting up early, going to the gym, and eating a balanced breakfast. Viewers may be subconsciously motivated to adopt these habits in their own lives.

Fashion and Trends: Films influence fashion. A well-known character's go-to look may cause a spike in apparel sales, influencing people's personal style preferences.

Leisure Activities: Films have the power to inspire new interests and pastimes. A compelling rock-climbing documentary may encourage viewers to sign up for a climbing gym and incorporate this sport into their daily routine.

Theories of Psychology

It is easier to see how films affect routines when we are aware of their psychological effects.

Social Learning Theory: This theory, put forth by Albert Bandura, contends that we pick up knowledge through watching other people. When we see characters performing certain behaviours, we may follow suit.

Aspirational Identification: Characters are frequently recognizable to viewers, particularly those who lead affluent lives. This recognition may cause one to want to adopt their habits.

Moulding Societies: The Influence of Film on Social Standards

The social norms that guide our interactions and expectations are greatly influenced by films. The normalization of certain behaviours, like romantic gestures, workplace dynamics, or family interactions, can be facilitated by watching films. When particular behaviours are portrayed frequently, viewers may come to assume that these are the norm.

Challenging Conventions: Film has the power to question accepted social norms. Movies that address issues like gender stereotypes and racial prejudice can start discussions and bring about social change.

Cultural Transmission: Films have the power to pass along cultural values and ideas from one generation to the next, influencing expectations in society.

Sociological Viewpoints

Several sociological vantage points clarify how films impact social norms: Herbert Schlesinger's "Cultivation Theory" postulates that a viewer's perception of reality can be cultivated through extensive media exposure. When a particular behaviour is repeatedly shown in films, audiences may come to assume that it occurs more frequently than it does.

Symbolic interactionism: This viewpoint stresses how social interaction is shaped by shared meanings. Movies offer a forum for examining social norms and their effects, which can contribute to these shared meanings.

Beyond Endorphins and Popcorn: The Shadowy Side of Film Influence

There are some possible drawbacks to take into account, even though films can challenge dated conventions and inspire positive changes:

Irrational Expectations: Idealised depictions of life are a common feature of films. When people compare their real-life experiences to the seemingly ideal lives on screen, constant exposure can cause feelings of inadequacy.

Stereotypes about race, gender, and socioeconomic class can be perpetuated by watching films. This may have detrimental effects on marginalized communities.

Normalization of Violence: Seeing violent films repeatedly can make audiences less sensitive to violence in the real world, which may have an impact on their behaviour.

Lights, Camera, Change: The Impact of Film in the Digital Age to Come

As technology advances, so too do the ways in which films impact our lives. Growth of Streaming Platforms: A greater variety of content is available on platforms such as Netflix and Hulu, which appeal to a wide range of interests. Online communities may develop specialized cultural norms as a result of this individualized approach.

Interactive Storytelling: As interactive platforms proliferate, viewers are able to make decisions that impact the story. This might result in a more memorable and tailored encounter.

Case Studies: Analysing Film Impact with Particular Examples

To Elucidate the Aforementioned Points, let us Examine Particular Film Examples

Motivation for Fitness: The famous "Rocky" (1976) montage scene, in which Sylvester Stallone's character sprints through Philadelphia streets, has come to represent tenacity and commitment. The story of the movie as a whole and this particular scene have definitely encouraged many people to lead more active lives.

Fashion Trends: Characters in "Clueless" (1995) set the stage for a significant fashion trend in the 1990s with their preppy wardrobe choices. Small backpacks, knee-high socks and plaid skirts all became essentials for young ladies, proving the widespread influence of films on fashion.

Normalising Social Behaviour: Extensive, grandiose gestures are frequently portrayed in romantic comedies as the ultimate form of expressing love. Films like "The Notebook" (2004) and "Sleepless in Seattle" (1993) normalize these kinds of gestures, which may have an impact on viewers' expectations for their own relationships.

Questioning Social Norms: Movies such as 1962's "To Kill a Mockingbird" employed potent narrative techniques to question racial discrimination prevalent in the American South. A white attorney representing a Black man on false charges in the movie spurred discussions about racial injustice and helped advance the Civil Rights Movement.

Stereotypes are perpetuated: Women are frequently portrayed in action films as helpless damsels in need of male rescue. This can be detrimental to gender equality as it perpetuates the idea that women are weak.

Conclusion: A Double-Edged Sword

Movies are a powerful force in shaping our lives. They inspire us, challenge our perceptions, and influence our daily routines and social norms. While they can promote positive change and cultural progress, there are potential downsides to consider, such as unrealistic expectations and the perpetuation of stereotypes. As the landscape of cinema evolves with the rise of streaming platforms and interactive storytelling, the way movies influence our lives will undoubtedly continue to transform. It is important to be aware of this influence and to approach movies with a critical eye, appreciating their power while recognizing their limitations.

This paper has explored a complex and multifaceted relationship. Movies are not simply entertainment; they are a mirror reflecting our society, and a window shaping the future we create. Understanding this power allows us to engage with cinema in a more informed and critical way, maximizing its potential for positive change.

References

1. Amy Heckerling directed the movie “Clueless in 1995” Fashion Style ‘preppy’.
2. Ellen Ripley’s Fictional Character in Alien (1979) Strong Female and “Get Out in 2017” Black narrative.
3. Selma documentary movie in 2014 directed by Ava Duvernay to Equal Voting Rights in America.
4. An Inconvenient Truth in 2006 Documentary on Earth’s environment toward saving the world.
5. Chitra Nair, T. N. N., Indian Cinema and the Global Perspective.
6. Agarwal, N. P., Advanced Business Statistics; RBD Publications: Jaipur, 2011.
7. Ahmed, S. A., Bombay Films: The Cinema as Metaphor for Indian Society and Politics; University of Cambridge, 1992, pp 305–314.
8. Iyengar, S.; Kinder, D. R. News That Matters: Television and American Opinion; University of Chicago Press: Chicago, IL, 2015.
9. Sargent, James & Trasher, James & Mejia, Raul (2012), National Cancer Institute Special Emphasis Panel (USA), International Tobacco and Health Research and Capacity Building Program, NIH (USA).
10. Albert Bandura, Social Learning Theory Book (1971), Psychology Behaviour.
11. Sylvester Stallone Movie Rocky directed by John G. Avildsen in 1976, Fitness and Health, Strong Mind.
12. To Kill a Mockingbird (1962) directed by Robert Mulligan, Right or Wrong towards Social Standards, Revolution on Films Concept