

Promotion of Health Related Information by Hindi Films - A Qualitative Study

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Abstract - Cinema is an important tool for promotion of awareness about health-related issues. It is equally effective in rural and urban society of India. The aim of the present study is to investigate and describe the impact of Hindi cinema about health-related issues among urban slum inhabitants of Kolkata. To measure the impact the multi method approach has been used, Firstly the researcher have explored the existing literature on effect measurement methodologies, Then the researcher have selected four Hindi movies – Poster Boys, Subh Mangal Sawdhan, Toilet, Pad Man for case study. The researcher conducted telephonic interview with the staff and manager of cinema hall of Kolkata to search the viewers of the movies. Then researcher have conducted in-depth interviews with the viewers of these movies in Park Circus Hazra and Sealdah Kolkata slums and after that the researcher have transcribed the recorded interview and developed the theme to reach the result of the study.

Keywords: - Cinema, Health, Slums, Awareness, Promotions, Impact.

I. INTRODUCTION

After Independence, Hindi cinema has undergone major changes. For example, it has observed a significant shift from classic blockbuster to “Bollywoodised” remakes of Hollywood’s successful films. Hindi film industry is the biggest film industry in India. Indian film industry produces more than 1000 films during every year in more than twenty languages. Cinema is also very effective and important tool of Mass Communication it is also playing very important role for the promotion of developmental changes in the society. It is not only effective on literate people it is also very much effective on illiterate masses.

Health is a complex thing which involves not only the soundness of a person’s body, but it also includes person’s mind and the quality of the community surroundings in which he or she lives. Effective medical care and good health of each member are necessary for the smooth performance of the society.

The public health service has been dynamic in India. Since independence it has witnessed many barriers in its effort to affect the lives of the people. Major public health problems like leprosy malaria, tuberculosis, high maternal and child mortality and lately, AIDS (HIV) have been addressed through a rigorous attempt of the government. As we know the most important function of mass media is to provide

education, information, and entertainment to the people. Mass Communication mediums also motivate people directly or indirectly for the adaptation of the habits and attitude towards good health and hygiene. Cinema is also a very effective communication medium and during 2017 to 2019 there are number of movies which were produced by Hindi film industries for the promotion of awareness related to health. The researcher have selected four Hindi movies named– Poster Boys, -Subh Mangal Sawdhan, - Toilet -Pad Man to access the effect of cinema about the promotion of health related issues among the slum inhabitants of Kolkata.

II. OBJECTIVE OF THE STUDY

The broad objectives of the study are-

- To measure the impact of Hindi Cinema among urban slum dwellers.
- To understand the psychology for their adaptation and non-adaptation of healthy behavior promoted by Hindi cinema.
- To develop a package of effect measurement tools that could be use by another researcher.

III. RESEARCH DESIGN AND METHOD

The study was mainly concerned with that how films are playing an important role for the promotion of awareness about health-related issues

Following are the research questions for this present study:

- How Hindi Cinema is promoting Health Education?
- What are the factors which affect the urban poor to adopt the attitude promoted by Hindi Cinema?
- Which are the reasons for non-adoption of the health-related attitude promoted by Hindi Cinema?

To meet the aims of the study, a multi-method approach was adopted with the following elements:

- Initial desk research to explore existing literature on impact measurement methodologies
- Selection of four case study cinemas

Then for each of the three cinemas:

- (A) A site visits
- (B) Depth interviews with cinema audience
- (C) Telephone interviews with some of the cinema's local suppliers, community groups or educational organizations with links to the cinema, the local council, and the local press.

Selection of case studies

- Four Hindi movies – Poster Boys, -Subh Mangal Sawdhan, -Toilet -Pad Man were selected for the case study.
- Selected Hindi movies were based on the story which was related with the health awareness.

Viewer recruitment

On the base of the data collected by telephonic interview with the cinema's local suppliers, community groups and the local council the researcher employed the purposive sampling to get 15 males and females discussants aged between 18 and 40. Who had watched the selected movies and would be willing to be interviewed by the researcher from three Slums, namely Park Circus, Hazra, Sealdah of Kolkata, West Bengal, India.

Interviews were conducted in Bengali and Hindi languages. With viewer consent, all interviews were audio-recorded and transcribed and later it was translated into English for the study. Viewers verbally agreed with the researcher to anonymously share their ideas about their learning of awareness about health-related issues by the movies.

A total of 15 adult slum dwellers participated in a 30–45-minute interview.

IV. HINDI FILMS UNDER THE STUDY

Poster Boys

Poster Boys is a 2017 Hindi film directed and co-produced by Shreyas Talpade. Sunny Deol, Bobby Deol, Shreyas Talpade himself is in a lead role along with Sonali Kulkarni and Samiksha Bhatnagar. In *this film the three lead characters* 'accidentally' becomes the poster boys of a vasectomy advertisement. The film is about how their personal and social relationships are getting affected by the advertisement and the complete narrative revolves around how the trio gets relieve of their Poster Boys image. The subject of this movie is hardly ever exhibited in any other movie before.

Subh Mangal Sawdhan

Shubh Mangal Saavdhan is a 2017 Hindi- comedy film. Directed by R.S. Prasanna and produced by Aanand L. Rai. The Ayushmann Khurrana and Bhumi Pednekar are in lead role of this film. The movie was released on 1

September 2017. **Shubh Mangal Saavdhan** is making a lot of noise over erectile dysfunction – without really saying it. This movie is spreading the awareness among the viewers about to overcome by the fear of western influences, especially their and create more open attitude toward sexual disorders. In this movie the hero is dealing with erectile dysfunction (impotence), a not-much-discussed subject, however with a dash of humor. This subject doesn't come up in a person's day-to-day conversation. But it needs some light to be thrown upon it. People are not feeling comfortable in talking about erectile dysfunction.

Toilet: Ek Prem Katha

Toilet: Ek Prem Katha is a 2017 Hindi film Shree Narayan Singh is a director and Akshay Kumar and Neeraj Pandey are the Co-producer of this film. Akshay Kumar and Bhumi Pednekar are in lead roles along with Anupam Kher, Sudhir Pandey and Divyendu Sharma. The film was released on 11 August 2017. This is a Hindi comedy film which is based about sanitation and the need to have a toilet in every household in order to reduce health issues among women and children. Even today in many rural areas, there are so many houses that don't have toilets and it's an important subject. The film deals with the problem of sanitation and how rural India ignores to identify it as a problem. Toilet: Ek Prem Katha is all about educating people and bringing out the hidden truth about people who are unaware and get influenced by these kinds of topics. The film also deals with problems faced by the women and corruption in the government agencies.

Pad Man

Pad Man is a 2018 Hindi film written and directed by R. Balki. Akshay Kumar, Sonam Kapoor and Radhika Apte are in lead roles. This film is inspired by the story of Arunachalam Muruganantham, an entrepreneur from Coimbatore, Tamil Nadu, who introduced low-cost sanitary pads. The movie Padman fearlessly talks about - Menstruation which is an important subject and needs more attention in the country like India. It is based on the idea of spreading knowledge about sanitary napkins and menstruation among the villagers and women.

V. RESULT AND FINDINGS

Described within this section are the emergent themes from viewer interviews. The 9-question script served as a conversation guide to understand the cinema as a health-messaging tool, information learned and impact on viewers.

Cinema Shapes Attitudes and Behaviors

In recent years it has been recognized that simply providing information to previously uninformed populations is not sufficient in addressing behavior

change. Moving away from mass media campaigns, some initiatives have sought to use a more creative approach as a means of both awareness raising and research. The cinema is creating an impression among its large viewing audience, viewer's perspectives of storytelling to learn about health education viewer health behaviors: changes made as a result of fiction stories and intention to change health behaviors. As a result of watching a film, many viewers described to adopt the messages communicating by the movies and changed their attitude and behavior towards health. In addition, all viewers reported encouraging and supporting family, friends and community members to consider and adopt sanitation, use of toilet and sanitary pad.

It has been also found during the study that many viewers are expressing ideas around attitudinal and behavioral change directly in reaction to viewing the films. This was shown by an increased willingness to adopt vasectomy, an intention to use of sanitary pad and at times expressing willingness to use toilet.

When I have seen the movie Toilet I have decided that I will not go for toilet in open area although earlier also I was using toilet but because of my friends sometime I have used to go for toilet in open area with them (IDI 2, male participant, 19 years)

I was using the old used cotton cloth during my Menstruation but after watching the Pad Man movie I have decided to use only sanitary pad during Menstruation because normal clothes can be harmful to health (IDI 3, female participant, 28 years)

"Earlier anyone would have kept silent about erectile dysfunction. But after watching the movie "Shubh Mangal Sawdhan" one of my friends accepted that he is also suffering from this sexual disease actually he have got courage to discuss openly about erectile dysfunction because of the movie. (IDI 10, male participant, 36 years)

Cinema: Catalyst for Change the mind set of Society

Cinema is a catalyst for social change and plays an important role in shaping the perceptions of our society and it is helping to break stereotypes mentality for changing the social norms.

The researcher summarizes participant opinions about whether these movies had addressed social issues. Participants of all ages said they appreciate these films that tackle real social problems, inspire people to think differently and raise their awareness to change the society. Most of the participants are concerned that showing use of toilet for sanitation and sanitary pad in films have inspired them. Many participants across age groups also talked about the power of cinema to raise awareness about health-

related issues in order to tackle the health problems. They see cinema as a vital tool to raise awareness about health.

I am having two child one son and one daughter me, and my wife is thinking about family planning. Because my wife's health is not well, she is very weak, so we were postponing the idea to adapt sterilization for her but after watching the movie Poster Boy I have finally decided to adapt vasectomy. Even before of watching this movie, I was also thinking for the adaptation of vasectomy. But because of the mentality of Society, I was unable to take the final decision. (IDI 8, male participant, 40 years)

My husband is suffering from erectile dysfunction I have been feeling it from long back, I was unable to discuss with him this issue because of the current mentality of the society but when we have watched the movie "Shubh Mangal Sawdhan" together he himself have accepted his problem at the front of me and decided to meet doctor. (IDI 13, female participant, 29 years)

There are only two toilets in our locality most of the time only ladies are using it and males are always going in open area for toilet. But after broadcasting of movie Toilet in television there are increase in the awareness about use of toilets in our locality all together have decided to build more toilets in our locality. Even the members of our locality have asked for support from our local municipal councilor (IDI 5, female participant, 35 years)

Influence of Cinema: Powerful Teaching Tool

Overall, the baseline study identified that the people who had watched the selected movies of the study, have better knowledge and attitude towards Sexual Diseases, Sanitation and use of toilet and sanitary pad. Viewers described detailed story content which had increased their knowledge and understanding about health-related issues. Through the stories, viewers had internalized health messages with specific and relevant meaning to their lives, even relating details of the story of cinema to the interviewer 5 months after they had watched the story.

Cost of living is increasing so it is difficult for the women to use sanitary pad in the poor family like us but after watching the movie Pad Man I have understood the importance of the use of sanitary pad by women's, So I have decided to give sanitary pad to my wife during her Menstruation. (IDI 6, male participant, 35 years)

Sex is very important part of life if there is any problem related to this among the couple then they should openly talk on that issue and meet with the doctor to solve it. So, that the problem can be solve in the beginning otherwise it can affect on the relationship of husband and wife. (IDI 12, male participant, 31 years)

After watching the movie Pad Man I got the information that nonuse of the sanitary pad during Menstruation by

women's can lead to serious infectious disease by which even one can lose life (IDI 14, female participant, 35 years)

The next thing found during the study was ownership and advocacy. This is characterized by a community's expression of a desire to not only change their own attitudes or behaviors, but to use the films themselves to change the attitudes and behaviors of others, from family, neighbors and other community members.

We could bring this information in to school and show it to our peers. They would learn Healthy body can develop only in a clean environment; contaminated environments can lead to many health problems. By using toilet, we can not only make our environment but also we can build a healthy society. (IDI 9, female participant, 25 years)

I have learnt a lot from the film about the health-related issues but I think it is not enough and I would like to get more from books. I want to become a doctor and aware other people who have not listened or have listened little about the disease. (IDI 15, female participant, 19 years)

VI. DISCUSSION AND CONCLUSION

The results of the study centered on the following three primary themes Cinema Shapes Attitudes and Behaviors, Cinema is Catalyst for Change and Cinema is a Powerful Teaching Tool.

We summarize the major findings for each theme below.

Participants during the study have agreed that cinema has great influence when it comes to the attitudes and behaviors of everyday Indians, because it is more widely accessible and watched more often. Being a very important means of entertainment and regaling the audience, cinema has played a significant role to bring about social changes.

Cinema can communicate perception, thoughts, ideas, and a powerful sense of emotion. Most of the participants accepted the role of selected movies in raising awareness about the importance of use of sanitary pad. Female participants in particular offered examples of films and characters that have influenced their use of sanitary pad during menstruation.

Viewers of all ages say they are inspired by films that show more use of toilet for the sanitation of the surrounding environment.

In the study the researcher found that cinema is promoting awareness about health issues, it is increasing the knowledge of information about health issues and sensitizing the audience, generating forms of self-initiated information seeking behavior, shaping attitudes and behavior towards health.

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