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Impact of Indian sports movies on sports culture of India

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Abstract

Film of sports genera achieved a great success around the world. The purpose of this study was to observe the way of execution of Indian society and sports culture through sports movies. Investigators observed 43 Bollywood Hindi language movies from 1999 to 2017. All the searches and observation of the movies of 19 years done through electronic databases. For interpretation of data mean, SD and percentage were calculated. Today sports movies became a teaching and inspiration medium. As some of the burning issues of the Indian sports like, way of talent identification, gender discrimination, doping, injury, match fixing, sports politics and corruption in the federation, sports industrialization, sexual harassment, socioeconomic barrier etc. had executed in front of society. Also executed the bright side of the Indian sports. It was concluded from this study that movies were acts like a mirror whereas the reflection of the society clearly expressed.

Keywords: Sports, movies, Bollywood, sports culture, and society

1. Introduction

According to Aggarwal and Gupta^[1] mass media teaches values and behavioral patterns which in turn act as the agent of socialization. Society learned lot of things from films. Today's Bollywood trends are versatile, and deal with different type of themes like child labor, women empowerment, sports, patriotism, communal harmony etc. But few sports related film produced in Bollywood compare to Hollywood. Sports film was a film genre where sports use as a theme. And the definition of the sports film was the production in which a sport, sporting event, athlete and their sport or follower of sport were prominently featured and which depend on sport to a significant degree for their plot motivation or resolution, sport was ultimately the central concern of such films^[2]. Film of sports genera achieve a great success around the world. And the film makers are realized that sports film are a good medium to communicate with several social issues. As a matter of fact, sports narratives through films have gained a brighter space in the world of entertainment^[3]. The purpose of this study was to observed the way of execution of Indian society and sports culture through the sports movies.

2. Methodology

For the purpose of this study investigator were observed 2037 Bollywood movies from 1999 to 2017, and primarily selected 54 movies, after observation and analysis excluded 11 movies, and finally included 43 movies from 1999 to 2017. From which 22 sports drama, 4 sports comedy, 3 sports action, 2 sports crime comedy, 3 sports crime, 8 sports biopic and 1 sports rom com genres. Exclusion were based on those movies were not related to sports and sports were not played the central theme. And included those films where sports were the central theme, contain some message and inspired the society, truly represent the Indian sports background and sports persons' condition. All the searches, inclusion and exclusion done by the investigators independently. All the searches and observation of the movies of 19 years done through electronic databases and key words were 'Bollywood sports movie', 'Bollywood movies' etc. For interpretation of data mean, SD and percentage were calculated.

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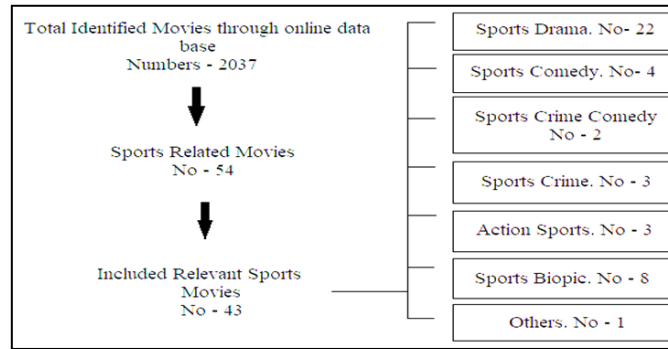


Fig 1: Procedure of selection relevant sports movies.

3. Result and Discussion

Table 1: Mean, SD and percentage of movies and sports movies from 1999-2017.

Year	Total Movie	Sports Movie (%)
1999	82	1 (1.21%)
2000	88	0
2001	88	2 (2.27%)
2002	110	1 (0.9%)
2003	135	1 (0.7%)
2004	103	0
2005	126	1 (0.7%)
2006	104	2 (1.92%)
2007	105	7 (6.67%)
2008	82	2 (2.44%)
2009	95	6 (6.32%)
2010	126	2 (1.59%)
2011	101	2 (1.98%)
2012	105	2 (1.9%)
2013	113	2 (1.76%)
2014	141	3 (2.13%)
2015	114	1 (0.8%)
2016	120	7 (5.83%)
2017	99 appx	1 (1.01%)
Total	2037	43 (2.11%)
Mean SD	107.21±16.95	2.26±2.10

Table 1 shows the result of total movies and sports movies from 1999 to 2017. During 19 years total 2037 Bollywood movies were released and 107.21(±16.95) movies were released each year, and only 43 sports movies were released during this 19 year, that mean 2.26 (±2.10) sports movies

were released per year which was 2.11% of total movies. Maximum sports movies released in the year of 2007 (7, 6.67%), 2009 (6, 6.32%), and 2016 (7, 5.83%). There was no sports movie released in 2000 and 2004.

Table 2: Movies based on sports from 1999 to 2017.

	Sports											
	Cricket	Football	Hockey	Boxing	Track & Field	Wrestling	Kabaddi	Golf	Car Racing	Skating	Mixed Martial Arts	Carom
M O V I E S 1999-2017	1(2001)											
	1(2003)											
	1(2005)											
	3(2007)											
	2(2008)	1(1999)			2(2006)							
	5(2009)	1(2002)			1(2007)							
	1*	1(2007)			1*							
	(2010)	1(2009)	1(2007)		(2010)	2	1	1	1	1	1	1
	1(2011)	1(2011)			1(2014)	(2016)	(2014)	(2016)	(2007)	(2014)	(2015)	(2010)
	1(2012)				1(2016)							
	1(2013)											
	2(2016)											
	1(2017)											
	Total	20	5	1	6	4	2	1	1	1	1	1
		47.6%	11.9%	2.4%	14.2%	9.5%	4.76%	2.4%	2.4%	2.4%	2.4%	2.4%
⊙AT	43											

⊙ - All Total. *Movie based on combined sports events.

Table 2 shows the result of movies based on sports from 1999 to 2017. Total 20 movies based on Cricket which was 47.6% of total sports movies. 5 movies based on Football which was 11.9% of total sports movies. 6 movies based on Boxing which was 14.2% of total sports movies. 4 movies based on Track and Field which was 9.5% of total sports movies. 2 movies based on Wrestling which was 4.76% of total sports movies. 1 movie based on Hockey, Kabaddi, Golf, Car Racing, Skating, Mixed Martial Arts and Carom. Half of the total movies based on cricket.

4. Discussion

Sports film can create popular consciousness among the audiences, which had no limitation of any kind of boundaries [4]. In India have a greater scope of sports film for the younger generation for influencing them, developing leadership qualities, found a new role model and motivated them, increase the participation and most importantly for maintaining the health, fitness and wellbeing. Today sports movies became a teaching and inspiration medium for novice sports man, physical educator, medical sector and defense sector, and researcher of Sports and Physical Education. Film was a popular culture for easier to communicate the messages. Learning through films becomes enjoyable as it arouses motivation, therefore it becomes easier to understand and remember the communicated messages [5]. Various movies had tried to execute different aspects of sports in front of society, which included good and bad side. As some of the burning issues of the Indian sports like, way of talent identification, gender discrimination, doping, injury, match fixing, sports politics and corruption in the federation, sports industrialization, sexual harassment, socioeconomic barrier etc. had executed in front of society. Also executed the bright side of the Indian sports, patriotism and unity in diversity, interest and emotion in sports of Indian people, transmission of love, faith between the sportsman and Indian sports lovers. Sports personalities struggle, performance motivated the Indian population. Goal [6], Chak de India [7, 8], Sala Khadus [9, 10], Hawwa Hawaai [11, 12], Dangal [13, 14] movies illustrated the talent identification, character, ethics, professionalism and morality of a coach. Hawwa Hawaai [11, 12] shown that nutrition was a very important factor for a sportsman. Lagaan [15, 16], Cycle kick [17] shown sports had been medium of healthy warfare in the modern era. Stumped [18, 19], Hatrick [20, 21], Meera Bai Not Out [22, 23] shown that Cricket was a common mean of communication with people and influenced the passion of the Indian society. Iqbal [24, 25], Ta Ra Rum Pum [26, 27], Chain Kulii Ki Main Kulii [28, 29], Victory [30, 31] shown the struggle of the sportsman in adverse circumstance, and maintain the self-confidence. Ta Ra Rum Pum [26, 27], Victory [30, 31] shown careless, indiscipline lifestyle, greed affect the sports profession. Jannat [32, 33], World Cup 2011 [34, 35], 99 [36, 37], Azhar [38, 39] was shown the match fixing, a deadly problem of the sports world, which had been bound the sportsman to forget the sports ethics, principle and sportsmanship spirit and sold the lands prestige, pride for money. Bend it like Beckham [40, 41], Chak de India [7, 8] was shown gender discrimination in the Indian societies, still women were not accepted and suitable in sports except the housework, study etc. and loss the potentiality by force of society. Aryan [42, 43], Apne [44, 45] shown few scenes of doping in the field of sports. Dhana Dhan Goal [46, 47], Patiala House [48, 49] shown the racial discrimination faced by Non Residential Indian sports persons, how they were victimized of apartheid, cross-generational conflict and Cricket represent

the national identity and patriotism. Goal [6], Iqbal [24, 25], Chak de India [7, 8], Say Salaam India [50, 51], Freaky Ali [52, 53] shown the social, economical class diversity in the sports arena. Iqbal [24, 25], Chak de India [7, 8], Lahore [54, 55], Merry Kom [56, 57], Sala Khadus [9, 10], shown the politics, corruption in the federation, and the selection processes. Kirkit [58] shown the politics and industrialization sports where the players were nothing but puppet of this businessperson. But all the movies tried to capture the spirit of the game and aspiration of a sports person who wish to play for her nation. And more than 45% of movies based on cricket which help to understood that the popularity of cricket in India. According to Devan [59] Cricket has a crucial vehicle for the formation of the Indian identity within India and Indian communities. Only this game maintains the nationalist sentiments, ethnicity and culture. It has ensured that Indians continue to remain connected to India, but without overt and compromising nationalist feeling that would jeopardize their situation as citizens of other countries. It had maintained the links between the Indian diaspora and the Indian culture, and preserve Indian communities around the world. All the sports biography shown the struggle, dedication of the sports person in their sports field, how to build the life to become an Indian icon, which was inspiration for the youngsters [56-69].

5. Conclusion

From this study, it was concluded that very few numbers of sports movies were released compare to total number of movies during 19 years and Indians are passionate about Cricket. Sports movies were alerted and give messages about sports culture of India and condition of Indian sports. Finally, it was concluded that movies were acts like a mirror whereas the reflection of the society clearly expressed.

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