



Values Orientation in Bengali Cinemas

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Abstract: *Values is a notion that helps us to take right decision in any situation. Value education is the value-based education that helps to improve the integral growth of human beings and to create an attitude toward a sustainable lifestyle. Value education can form a beautiful and harmonious society. We can inculcate value education from different sources. One of the important sources is mass media that have enormous effect in our day to day life. The different aspects of values were covered in various mass media. Cinema is an important medium of value education that has been given prominence in the CBSE handbook of value education. Bengali cinema's have a historical importance. This paper aims to focus on types of values gets duplicated by Satyajit Ray and Tapan Sinha in their awarded cinema 'Ashani Sanket' and 'Ek Je Chilo Desh'.*

Key Words: *Value education, Mass media and Bengali cinema.*

1. INTRODUCTION:

Cinema is a mirror of society and society is a mirror of cinema.1Cinema is an art form that tells us stories and entertains us as well as it is a commercial production or business for earning. Cinema may be defined with different views or senses but the ultimate concept is an audiovisual media to delineate a story of cultural series of a society. Cinema has many types. All cinemas which used for entertainment or time pass are also known as commercial cinema. Besides this, some cinemas explore cultural values, humanistic approaches, social justice, etc. Cinema is an integral part of popular culture and has a special effect on its functioning. Cinema reflects various socio-cultural and economic issues of modern society. The cinema is the most effective method of exposing social evils such as the dowry system, etc. Civic sense and public morality are engendered through them.2The educationists and intellectual people of the society consider cinema as a way of education and establishing cultural, and social values to grow up society. All such cinemas are keeping up with the traditional values of the society and preserving the human values from the flow of modernization. These types of cinemas possess realistic and well artistic values. Cinema has an immense power to reach people directly, which sets the movie apart from its predecessors. A cinema is usually conceived as a reflection of the social heritage of a particular community. Although the basic themes, motives, or values adapt to the types of cinema, no one can deny that cinema is the most powerful medium for preserving cultural values and entertaining people. India has a wide industry within the world that produces approximately 1000 movies per annum that reach quite 13 million viewers a day and is exported to over 100 countries.3 The access, popularity, quality, and influence of this mass medium can't be denied.

1.1. An introduction to Bengali cinema:

Bengali cinema is a Bengali language film industry situated in Kolkata, a popular metropolitan area of West Bengal. Bengali cinema is the most prestigious cinema world in the country and the winner of many awards. The Bengali cinema industry is also known as Tollywood and the term Tollywood is coined by the journal of Bengal's Motion Picture Association. It refers to some of the progressive cinema produced by Calcutta's Tollygunge studio. The National Film Development Corporation has described the primary six Languages are Telegu, Tamil, Bengali, Marathi, Kannada, and Malayalam. Bengali cinema is reach a strong audience in West Bengal, Bangladesh, Tripura, and Assam among other regional language cinema, Bengali cinema is the most important for its rich content. This film industry frequently



appeared at international and national film festivals. Bengali film industry has grown up early its having eminent film directors like Satyajit Roy, Mrinal Sen, Ritwik Ghatak, Bimal Roy, and Hiralal Sen. Hiralal Sen is India's first film director. Hiralal Sen directed the first Bengali silent movie Bilwamangal which came up in 1919. The first Bengali Talkie was Dena Paona, it was released in 1931 and is based on the adaptation of Rabindranath Tagore's story.

1.2. The concept of values and value education:

Values play a critical and guiding role in daily life and in complex life situations. The word 'Value' comes from the Latin word 'Valere', which means to be valuable and to be strong. Values are a set of principles and standards of conduct. John Dewey has said, "To value means primarily to prize, to esteem, to appraise and to estimate. It means the act of achieving something, holding it and also the act of passing judgment upon the nature and amounts of values as compared with something else".

2. OBJECTIVES:

- 2.1. To identify the types of values reflected from Bengali cinemas.
- 2.2. To find out the Percentage of different values reflected from Bengali cinemas.

3. METHODOLOGY:

Research methodology is an important part of any research. It helps to conduct any research accurately. In the present study researcher has used qualitative content analysis method to find out the result of the selected objectives.

3.1. Universe:

The entire Bengali cinema that won the "National Film Award for Best Feature Film in Bengali" has selected as the universe for this study.

3.2. Sample:

Two Bengali cinemas have been selected purposively from the universe for this study.

- a. '*Ashani Sanket*'
- b. '*Ek Je Chilo Desh*'

3.3. Sources of Data:

3.3.1. Primary source of data:

The full length Bengali cinema has been used as a primary source of data.

3.3.2. Secondary source of data

Reviews and critiques of selected Bengali Cinemas have been used as Secondary Source of data.

3.4. Analysis of data:

Content analysis method has been used to analyze collected data. This helped as to look deep critically into tone and 'resolution' of the value question' in the film narratives.

4. ANALYSIS AND INTERPRETATION:

4.1. 'Ashani Sanket' and the reflection of values:

- **Name of the Film** – 'Ashani Sanket'
- **Year** – 1973
- **Director** – Satyajit Ray
- **Artists** – Soumitra Chatterjee, Bobita, Sandhya Roy, Monu Mukherjee.



Types of values reflected from the ‘Ashani Sanket’

Table 1			
Ashani Sanket			
Sl. No.	Scene Duration (in minute)	Code	Reflected Values
1	04:00 – 04:12	Expression of joy	Feeling Delight
2	07:36 – 08:01	Review the situation	Analyzing Situation
3	08:30 – 08:38	Kind attitude	Kindness
4	09:40 - 10:04	Responsible attitude	Sense of Responsibility
5	13:19 – 13:55	Hospitality	Basic manners-courtesy
6	15:05 – 15:20	Social Initiative	Initiative
7	16:10 -16:35	Taking Moral Decision	i) Take suitable stand on moral, social issues ii) Sincerity
8	20:26 – 20:46	Live with different religion	Secularism
9	24:10 - 25:25	Helping to other people	i) Empathy ii) Co-operation
10	28:15 – 28:35	Taking Decision by analyzing the situation	i) Analyzing situation ii) Respond with maturity iii) Think rationally
11	37:52 – 38:30	Kind attitude	i) Sensitivity ii) Kindness
12	46:18 – 46:26	Taking Moral Decision	Take suitable stand on moral, social issues
13	54:12 – 54:24	Co-operate with other	Co-operation

Percentage of the different values reflected through the cinema

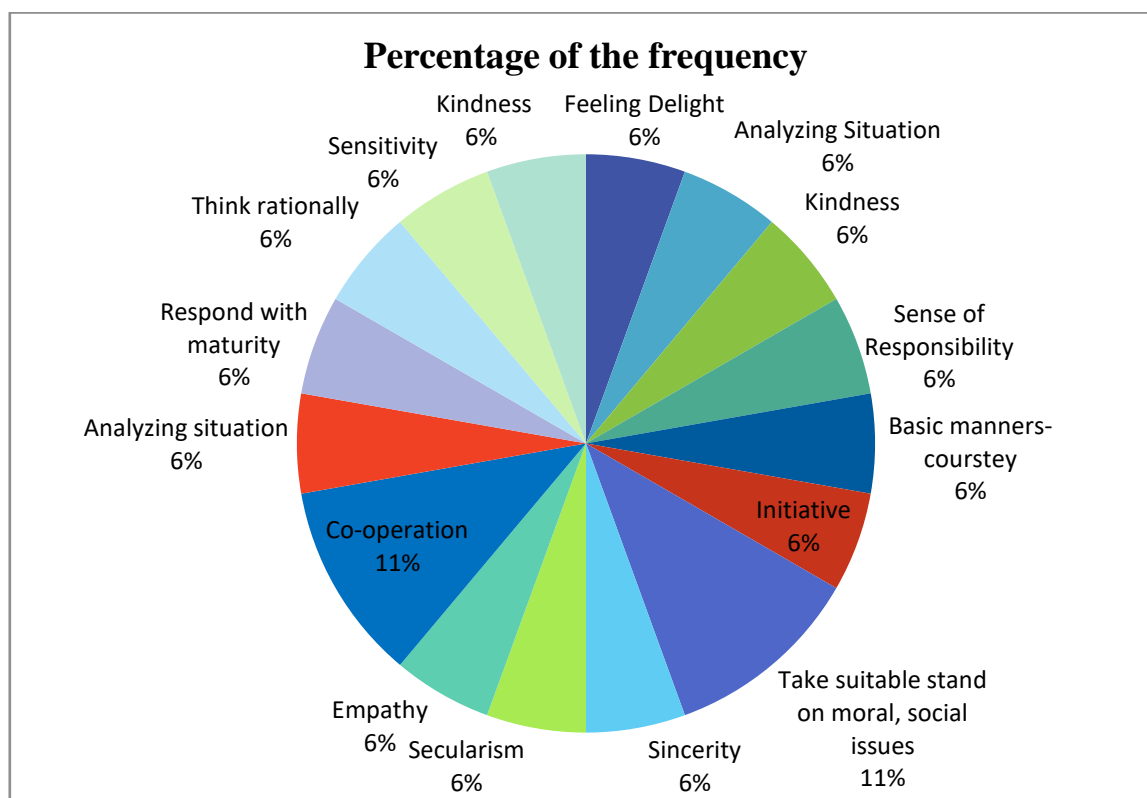


Figure 1



4.2. ‘Ek Je Chilo Desh’ and the reflection of values:

- **Name of the Film** – Ek Je Chilo Desh
- **Year** – 1976
- **Director** – Tapan Sinha
- **Artists** – Dipankar De, Sumitra Mukhopadhyay, Kali Bandopadhyay, Anup Kumar.

Types of values reflected from the ‘Ek Je Chilo Desh’

Table 2			
Ek Je Chilo Desh			
Sl. No.	Scene Duration (in minute)	Code	Reflected Values
1	05:23 – 05:40	Helping to other people	i) Empathy ii) Co-operation
2	07:45 – 08:05	Future planning	Goal setting/Planning
3	08:38 – 08:45	Giving moral education	Initiative
4	10:50 – 11:29	Visionary thinking	Think rationally
5	11:50 – 11:55	Feeling of pain of other	i) Compassion ii) Empathy
6	13:44 – 14:02	Innovative thinking	i) Think rationally ii) See things in new light iii) Creative and exploration the new ideas and experiments
7	20:00 – 20:22	Feeling of repent	Sentiments
8	24:07 – 25:33	Awareness on scientific fact	Develop the scientific temper
9	28:00 – 28:25	Evaluation of one’s merit	Think rationally
12	54:05 – 54:48	Fact finding	i) Think rationally ii) Analyzing situation
13	57:13 – 57:32	Respect for elder	i) Discipline ii) Respect for others
16	68:05 – 68:35	Deductive thinking	Think rationally
17	92:25 – 92:35	Love for country	Patriotism
19	103:32 – 103:38	Acknowledgement	Gratitude



Percentage of the different values reflected through the cinema

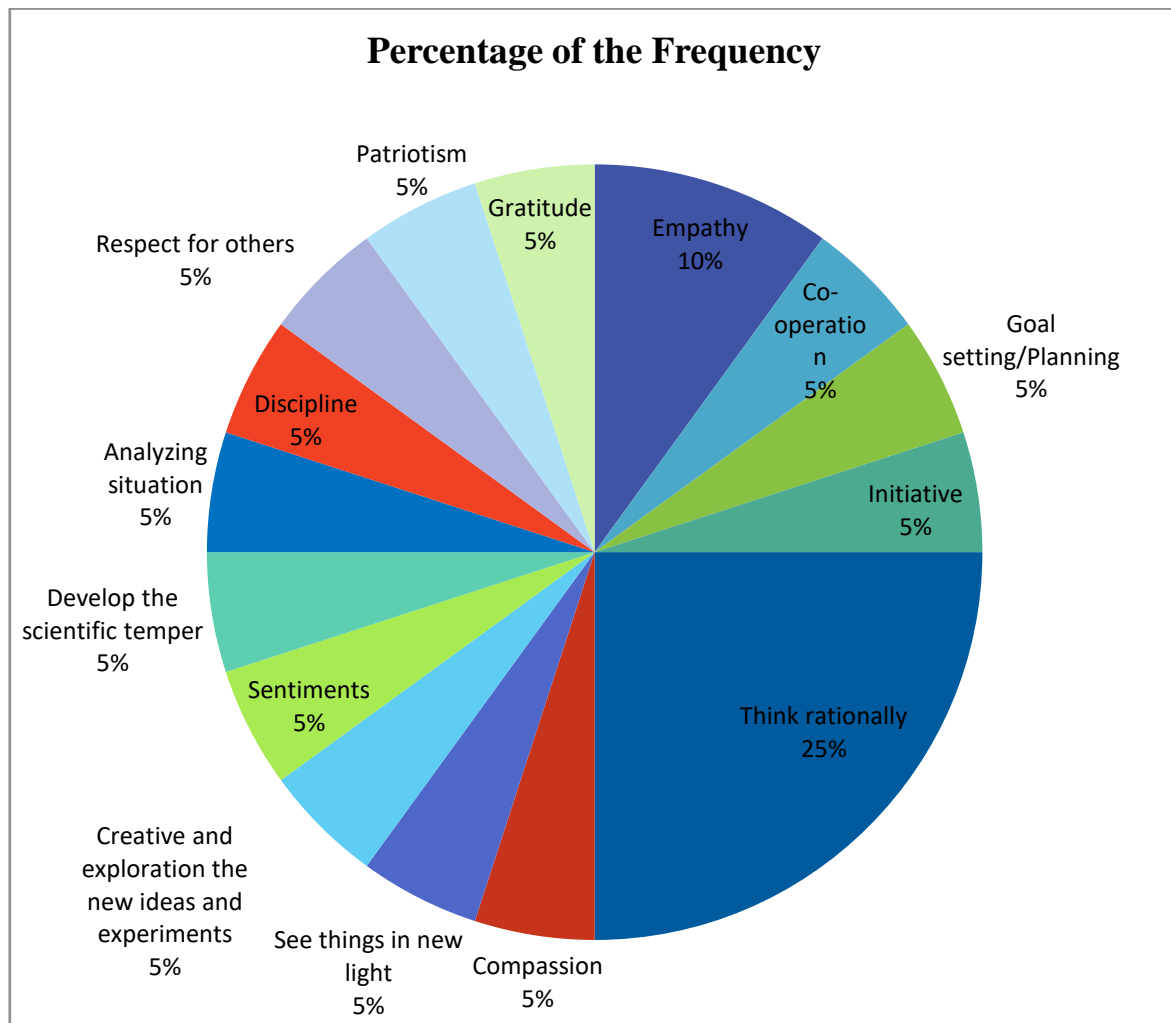


Figure 2

5. CONCLUSION:

The present study has led us to conclude a specific explanatory framework. We have understood the significance of cinema in social life. We have found out how the different aspects of values have emerged in Bengali cinema and what kinds of values have been reflected. So, Bengali cinema would be able to counter the problem of lack of values in modern society. The people would be able to get value education from the Bengali cinemas that would help to build a beautiful and harmonious society.

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