

# Impact of Literature on Cinema: A Study

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**ABSTRACT:** *The Indian entertainment industry is among the fastest-growing sectors in the country. Entertainment industries today are functioning in a highly intensified competitive environment, which calls for innovative solutions such that the problems are foreseen and solutions are visualized and planned. Cinema has great commercial value also. It is itself a great industry, Lacs of men and women are directly or indirectly employed in this industry. It is a good and easy means of advertisement. Things and articles can be shown in practical use through the films This paper presents some of the important innovative practices (also called upcoming trends) that are likely to be adopted by multiplex theaters in restructuring their business. It also helps to find out the contribution of literature in making cinema. The main objectives of this research paper are to find out the impact of literature on cinema, its role in cinema, its co-relation in cinema, and its contribution to cinema. In this study of literature and cinema, particular attention has been paid to find out whether the literature makes any impact on cinema or not, it also helps to find out the role and co-relation of literature to the cinema. It also provides information about the contribution of literature to cinema. In this research 100 sample size is taken into consideration for the study. For this research primary and secondary data are collected through the questionnaire method to find out the conclusion. It is concluded that Literature plays an important role in bringing about social reforms in our society*

## Introduction

What is literature in the modern world, and more particularly, how has the novel been affected by the cinema? This presentation will attempt to measure the impact of literature on media arts. When a man comes home after a day's work, he needs some sort of entertainment and relaxation. Cinema has proved a wonderful and forceful means of entertainment and amusement. A young man of today can go without food but not without a film. The cinema is the cheapest and the most popular form of amusement. Laborers can afford to miss their evening meal, not their evening show.

Students prefer films to reading books. Thus, cinema has a very powerful effect on society. Cinema is a universal teacher. It educates the people in different branches of learning. Our film producers have made very purposeful films to collect public opinion against some of the social evils as the dowry system, the labour exploitation. It can teach us natural history, geography, botany, chemistry, etc. Documentary films lead us to a street in New York are to a park in Tokyo.

These films increase our knowledge, and broaden our outlook. Social pictures throw light on social evils such as untouchability, casteism, unemployment and the curse of widowhood, etc. These films ripen our eyes and create in us an urge for improvement.

Cinema has a great commercial value also. It is itself a great industry, Lacs of men and women are directly or indirectly employed in this industry. It is a good and easy means of advertisement. Things and articles can be shown in practical use through the films.

Most of the modern Indian movies ignore higher ideals. It is wrong to say that the public wants vulgarity. Too much cinema-going is injurious to eyesight, health, and purse. Bad films leave a very negative effect on the minds of youth. They give rise to different kinds of crimes. The vulgar obscene pictures should not be allowed to be exhibited. They cause morality in society.

The films that make the people gamblers, dacoits, etc. should be banned. The traders of the film industry should not be ill owed to profit by showing sensual scenes and physical

demonstration of love. These films affect the moral character of young boys and girls badly. Cinema, on the whole, is a powerful means of recreation as well as of education. It is not itself bad. The film producers should select good stories classical mythology, historical subjects, and Indian literary masterpieces. Documentary films on scientific, historical, and literary subjects should be shown to students. The producers are misusing cinema to make huge profits.

It should be moral duty of producers to produce noble and inspiring films. The Government should take care of this. If the cinema industry produces noble and inspiring films, the cinema would be a true friend, philosopher, and guide of the masses.

Today, most of the people are busy with their daily routines and schedules. There is hardly any time for them to relax from their busy schedules. Entertainment was not easily available previously. But nowadays there are many options available for entertainment sources like malls, restaurants, theaters, amusement parks, pubs and discotheques, etc. which have helped them to take time from their busy schedules to relax and entertainment. With increasing employment, the purchasing power of the people has increased and most of them are ready to pay more to get the best quality. Theaters, these days provide many facilities like shopping, entertainment, and movie experiences.

Taking these aspects into consideration, research is being done to reach the conclusion.

### **LITERATURE REVIEW;**

While going through the literature review of the particular topic it shows that literature is the base of any cinema. Before producing any movie there is a script, and the script is nothing but the literature, which helps to make the cinema.

Through literature, it reveals that Cinema, on the whole, is a powerful means of recreation as well as of education. It is not itself bad. The film producers should select good stories classical mythology, historical subjects, and Indian literary masterpieces. Documentary films on scientific, historical, and literary subjects should be shown to students. The

producers are misusing cinema to make huge profits.

Hutcheon, (2006) states “The symbiotic relationship between literature and cinema has been a subject of scholarly exploration, with adaptation theory serving as a cornerstone in understanding this dynamic interplay” (Hutcheon, 2006). Scholars like Stam and Raengo (2005) emphasize the narrative influence of literature on cinema, as “literary works provide a foundation for storytelling in film, shaping narrative structures and character development” (Stam & Raengo, 2005). Beyond narrative, the visual language of cinema often draws inspiration from the vivid descriptions and imagery found in literary sources. Additionally, Cartmell & Whelehan, (1999) state “the adaptation process serves as a bridge between cultural and social reflections, allowing filmmakers to explore and depict societal issues by bringing literary themes into contemporary cinematic contexts” (Cartmell & Whelehan, 1999). To add to this Carroll (1996) writes “The integration of literary techniques, such as symbolism and allegory, further enriches cinematic narratives, showcasing the cinematic adaptation as a transformative process influenced by the depth and complexity of literature” (Carroll, 1996). Genette (1997) writes “This dynamic relationship extends to the realm of authorship and intertextuality, with filmmakers engaging in a dialogue with literary works to create nuanced and meaningful cinematic experiences” (Genette & Newman, 1997). This literature review highlights the multifaceted impact of literature on cinema, encompassing narrative, visual aesthetics, cultural reflections, and intertextual dimensions.

The intricate relationship between literature and cinema extends beyond narrative structures and visual aesthetics, encompassing broader cultural and historical contexts. Literary adaptations serve as a lens through which filmmakers explore and reinterpret societal norms, historical events, and cultural values. Scholars like McFarlane (1996) argue that “cinematic adaptations, especially those based on classic literary works, contribute to

the preservation and reinterpretation of cultural heritage” (McFarlane, 1996). Furthermore, Stam & Raengo, (2005) writes “the adaptation process involves a negotiation between the constraints of the cinematic medium and the depth of literary expression” (Stam & Raengo, 2005). Additionally, the study of adaptations provides insights into the evolving relationship between high and popular culture, shedding light on how literature influences and is influenced by cinematic trends This literature review underscores the multifaceted impact of literature on cinema, emphasizing its role in cultural preservation, creative reinterpretation, and the dynamic interplay between different forms of artistic expression

### **OBJECTIVES OF THE STUDY;**

- To find out the impact of literature on cinema.
- To find out the role of literature in cinema.
- To find out the co-relation of literature to cinema.
- To find out the contribution of literature in cinema.

### **RESEARCH METHOD;**

#### **Data Collection:**

For this research primary and secondary data is used. Primary data is collected with the help of a structured questionnaire. Secondary data

### **DATA ANALYSIS;**

The data is collected through questionnaire method and it is analyzed and tabulated considering the objective with the help of Excel as follows:

		No. of Respondent	
		Yes	No
objectives	Impact	70	30
	Role	65	35
	Co-relation	67	33
	Contribution	65	35

is collected through various sources like article, websites, books, and magazines.

#### **Sample size:**

A sample size of 100 respondents is taken using a non-random quota sampling method.

#### **Data Analysis Technique:**

Data is scrutinized, tabulated, and analyzed with the help of Excel.

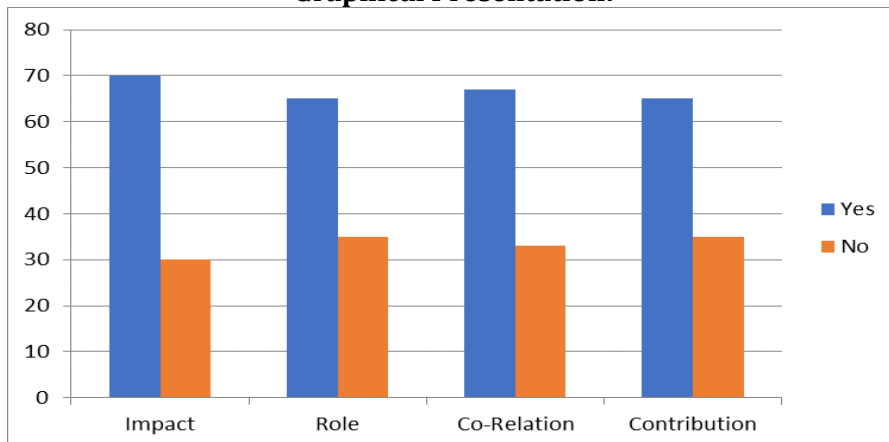
#### **Location of the study:**

- The location of the study is Pune city.

#### **Scope of the study:**

- It is of help to find out the contribution of literature to the entertainment industry and consequently generating revenue and providing employment.
- It would be beneficial to know whether literature helps in making cinema.
- It will help the producer in making the film.
- It is of help to provide or understand the viewers’ view regarding the correlation between literature and cinema.
- It will help the producer to understand the role of literature and its contribution to cinema.

### Graphical Presentation:



Source: compiled by Authors.

### FINDINGS:

- As above presented in the chart, it shows that 70% respondents say that, yes literature make an impact on cinema. Through literature, it makes it easy to produce the cinema.
- As per the role of literature is concerned, most people convey that literature plays an important role in the process of making cinema.
- As per opinion is concerned The co-relation of literature with the cinema is also there, most people say that literature and cinema is co-related.
- Study reveals that the contribution of literature to the cinema is in the highest degree. Literature contribute to the producer in making the cinema.

### CONCLUSION;

As per the study is concerned, cinema is a source of entertainment. It helps us to escape, for a while, from the worries and anxieties of life. It relieves us of tension. It provides us with relaxation. It is also a source of employment for many. besides providing entertainment, cinema is also a source of employment for many. This field has become so famous that a large number of courses related to cinema, are being offered by almost all the universities.

Literature is the means of creating the most powerful cinema. Because of literature cinema

is getting immense exposure. It highly contributes in making cinema. Literature plays an important role in bringing about social reforms in our society. Social films show the evils of dowry, child marriage, unsociability, drinking, smoking, drug addiction, etc. Cinema also highlights against communalism. It portrays how communalism poses a great danger to the unity of the country. The cinema promotes national integration. In a cinema hall, we always find a cross-section of people of all castes, religions, sexes, and social and economic status, and it's only because of the contribution of literature.

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