

Politics and Indian Youth: A Quantitative Analysis on the Role of Cinema in Influencing Youth towards Politics

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Abstract.

The young In India, 2022 research estimates that young make up about 27% of the population. Less than 13% of the MPs in Loksabha, according to a report in the Economic Times, are under the age of 40. The average age of the politicians in the 2019 Council of Ministers was 60, which is believed to indicate that Indian political organisations are overrepresented by older persons. India, a youthful country, has to take immediate action to attract more young people to politics. There is evidence that Indian young have an unfavourable view of politics and politicians. Young people in India hardly ever see politics as a possible career. The portrayal of politics in Indian films in a negative light has been cited as one of the primary causes of this unfavourable view. This study seeks to understand how politicians are portrayed in Telugu films and how it affects young people's views of politicians more generally. The influence of Telugu films on how young people view politicians is examined through a quantitative study of college students at a private university in Vijayawada, India. The study found that youths' unfavourable perceptions of politics and politicians are greatly influenced by films.

Keywords: Youth Politics, Political Movies, Indian Cinema, Tollywood.

1. Introduction

India, renowned as the largest democracy in the world, boasts a rich and intricate political structure that has evolved over a significant and eventful history. The nation's political landscape reflects its diverse challenges and aspirations, given its staggering population of over 1.3 billion and its vibrant blend of cultures, languages, and religions. This intricate tapestry encompasses a delicate equilibrium between traditional values and contemporary ideals, drawing upon the roots of ancient civilizations while embracing a modern democratic framework. Notably, India's political system encompasses a multi-tiered government structure, follows a parliamentary format, and upholds the principle of secularism.

India's democratic system is a wonderful illustration of the nation's dedication to diversity, inclusion, and popular government. India has embraced a democratic framework since gaining its independence from British colonial authority in 1947, and it has lasted and developed through time. The Indian democratic system, which is based on a written Constitution, is distinguished by a number of important traits and values.

Every adult citizen in India over the age of 18 has the right to vote, which is the foundation of the country's democratic system. This enables a wide-ranging and inclusive representation of the public's will during the decision-making process. Regular elections are held to provide people the chance to pick their representatives and hold them responsible at all levels of government, from local councils to the national parliament.

The elected representatives of the people hold the reins of power in India's parliamentary system of government. While the Prime Minister is chosen by the members of Parliament to possess executive authority, the President of India, who serves as the nation's head of state, only performs ceremonial duties in that capacity. With the help of this system, a government can be established that reports to the Parliament and may be overthrown if it loses the support of a majority of the people in a vote of no confidence.

The democratic system in India features a strong judiciary that serves as the Constitution's watchdog in order to establish a system of checks and balances. Judicial review authority allows the Supreme Court of India and the High Courts to invalidate laws and government actions that they believe to be unconstitutional. The integrity of the democratic system is upheld and citizen rights and freedoms are protected thanks to the judiciary's independence.

Despite its successes, India's democratic system still has problems. Its full realisation is hampered by problems including corruption, caste-based politics, regional inequalities, and gender inequity. However, India's democratic spirit is still strong, with active civil society organisations, free media, and a lively public conversation acting as change agents.

India's Demographic Dividend

India has seen a substantial increase in its youth population in recent years, which has profound effects on the social, economic, and political landscape of the nation. India is witnessing a demographic dividend due to its sizable and expanding youth population, which presents both benefits and difficulties.

India's demographic makeup is one of the main causes of the country's rising youth population. With a sizeable share of its population under 35, the nation has a strong youth bulge. India benefits from a distinct edge in terms of a creative and innovative workforce because to this demographic dividend.

Young Indians' goals and possibilities have greatly benefited from the emergence of the digital era and technical breakthroughs. The ubiquity of the internet, mobile technology, and social media platforms has given young people access to a huge variety of knowledge, networks, and ideas. It has given people venues on which to voice their thoughts, rally support, and effect transformational change.

A rise in entrepreneurship and creativity has also been attributed to India's growing youth population. Young people in India are becoming more entrepreneurial, starting businesses, and entering a variety of industries like technology, e-commerce, renewable energy, and social enterprises. This surge in entrepreneurial activity is promoting the nation's innovative culture, economic growth, and job creation.

However, despite the enormous promise that India's growing youth population offers, there are also many difficulties. As the job market struggles to keep up with the rising number of graduates and qualified workers, youth unemployment continues to be a major worry. Additionally, there are still differences in access to high-quality opportunities, healthcare, and education, especially in rural and marginalised populations.

India must make investments in inclusive and fair development if it is to fully realise the potential of its growing youth population. This entails opening up opportunities for excellent education, skill development, mentorship, and the creation of environments that encourage

entrepreneurship and creativity. Equally crucial is ensuring that young people actively participate in governance, policymaking, and decision-making processes, developing a sense of empowerment and ownership.

Indian Youth in Politics

Even if there is a lot of potential in India's growing youth population, there are also many difficulties. As the job market struggles to keep up with the rising number of graduates and qualified workers, youth unemployment continues to be a major worry. Additionally, there are still differences in access to high-quality opportunities, healthcare, and education, especially in rural and marginalised populations.

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Young people thinking about a career in politics may also be discouraged by cultural expectations and prejudices related to experience level and age. Young politicians are frequently seen as lacking the knowledge or experience needed to manage challenging situations and exercise effective leadership. The barriers to young leaders' admission and advancement in the political sphere are exacerbated by this prejudice, which frequently breeds doubt and underestimating of their skills.

In India, the absence of youthful politicians has far-reaching effects. It hinders the portrayal of young viewpoints and their distinctive grasp of modern problems. A new perspective and cutting-edge methods that speak to the ambitions of the younger generation are needed to address issues like unemployment, education, climate change, and social justice. Youth voices may be marginalised if they are not given enough representation, which might result in choices and policies that fall short of completely addressing their concerns.

There is a need for more young politicians, thus initiatives are being made to boost youth involvement in politics. To give young leaders a place to learn, connect, and contribute to the party's agenda, certain political parties have established youth wings. The empowerment and

support of young people interested in a career in politics is also being worked on by non-governmental organisations, civil society organisations, and youth-led movements.

Systemic changes are also required in order to level the playing field for ambitious young politicians and encourage diversity. This includes steps to increase openness, lessen the impact of money and clout on politics, and provide channels for talent identification and development inside political parties.

The political landscape of India has a sizable vacuum due to the dearth of youthful leaders. The democratic system's capacity to handle the changing demands and ambitions of India's youthful generation is hampered by the underrepresentation of youth voices. It is crucial to have an enabling environment that promotes and supports young people's active involvement in politics in order to develop a more inclusive and responsive political system. India can use the enthusiasm, creativity, and new viewpoints of its youth to create a brighter future for the nation by encouraging their involvement.

Content Analysis: Studies have been carried out by researchers to analyze the depiction of politics and politicians in movies. These investigations aim to identify common themes, stereotypes, and storylines that influence how viewers perceive politics. The researchers examine various aspects, including how political figures are portrayed, the representation of political processes, and how political issues are depicted. Their focus is to understand how movies shape viewers' opinions about politics. (Kaur, 2018)

Attitude and Perception Studies: The research conducted in this field examines how movies affect the attitudes and perceptions of young viewers towards politics. To gather data on the influence of movies on political beliefs, engagement, and trust in the political system, researchers employ surveys, interviews, and focus groups. These studies aim to uncover the relationships between exposure to movies, political knowledge, and levels of political cynicism or interest. By exploring these correlations, researchers seek to better understand the impact of movies on young people's political views and engagement. (Peter Ronald DeSouza, 2009).

Political Socialization: Certain research focuses on the role of movies in the political socialization of young individuals. These studies aim to understand how movies contribute to the shaping of political values, ideologies, and behaviors among youth. They examine the impact of cinematic narratives and characters on political socialization processes, which

encompass the formation of political identities and the development of civic and political attitudes. By delving into these aspects, researchers aim to gain insights into how movies influence the political beliefs and behaviors of young audiences. (Jall, 1995)

Comparative Studies: Comparative research delves into the varying impacts of movies on youth in relation to politics across diverse cultural, social, and political settings. These studies analyze how factors like national identity, historical events, and socio-cultural norms intersect with cinematic representations, influencing the way young viewers perceive politics within specific regions or countries. By exploring these dynamics, researchers aim to understand how the interplay between movies and contextual factors shapes the political perceptions of youth in different cultural and societal contexts. (Gokulsing, 1998)

Media Effects and Framing: Researchers investigate the effects of movies on the political engagement of youth by drawing upon theories of media influence and framing. They explore how movies can impact political agendas, shape public opinion, and frame political issues. These studies delve into the cognitive and emotional responses of young viewers to cinematic narratives, aiming to understand how these responses can influence their political attitudes and behaviors. By examining these dynamics, researchers seek to uncover the ways in which movies influence the political engagement of young individuals. (Hedges, 1991)

This particular research aims to study the impact of movies on the perception of youth towards politics using a mixed method approach.

2. Design/Methods/Modelling

This study aims to examine how politicians are represented in Telugu films through a qualitative analysis and investigate the effects of these portrayals on how young people regard politicians and politics through a quantitative investigation.

A Qualitative Study: Politicians' Representations in Telugu Films

a Sample: Using a deliberate sampling method, a selection of Telugu films with significant political themes or performers is made.

b. Data Gathering: Through a content analysis of the chosen Telugu films, qualitative data is gathered. Each film is carefully examined to determine and classify how politicians are portrayed, including their traits, demeanour, morals, and ideas.

c. Coding and Analysis: Thematic coding approaches are used to organise the content analysis data. There are several themes that pertain to how politicians are portrayed, including good and bad traits, corruption, ideology, and leadership abilities. Finding patterns, trends, and variances in how politicians are portrayed in different films is a task for data analysis.

Quantitative Study: Effects of Media Representations on Young People's Perception

a Sample: In order to choose participants from the target demographic of young people in a given geographic region, such as college students or young professionals, a random sample approach is utilised. In order to provide enough power for analysis, the sample size is chosen based on statistical considerations.

b. Gathering of Data: Structured survey questions are used to gather quantitative data. Participants' opinions on politicians, politics, and their exposure to Telugu films with politicians are all addressed in the questionnaire. The views, attitudes, and experiences of participants are gathered using closed-ended and Likert scale questions.

c. Data Analysis: Participants' responses to each question and demographic data are compiled using descriptive statistics. The association between exposure to Telugu films and participants' impressions of politicians and politics is investigated using inferential statistics, such as regression analysis or correlation analysis.

Integration of Findings: To provide a thorough understanding of how politicians are portrayed in Telugu films and how this affects young people's perceptions of politicians and politics, the qualitative and quantitative findings from the content analysis and the survey are combined and interpreted.

Table 1 Perception towards Interest in Politics

		How interested are you in politics			
		1	2	3	5
	%	39.19%	33.11%	22.97%	4.73%
Do you feel that movies have the power to influence your political attitudes?	Mean	3.1	3.29	3.24	3.71
	Std. Deviation	1.1	0.76	0.85	0.76

Have you ever changed your political views or opinions after watching a movie?	Mean	2.1	2.35	2.32	3.29
	Std. Deviation	1.28	0.95	1.01	0.76
Do you believe that movies motivate young people to become politically active?	Mean	3.4	3.27	3.21	4
	Std. Deviation	0.94	0.93	0.64	0
Have you ever discussed political issues with your friends or peers after watching a movie?	Mean	2.14	2.8	3.09	4.14
	Std. Deviation	0.98	0.87	1.19	1.07

3. Results and Discussion

Indian films frequently include politicians, reflecting the many viewpoints and society impressions of these individuals. Politicians have been represented in Bollywood, the popular form of Indian movie, in a variety of ways, from idealised and inspirational to dishonest and deceitful. Typical depictions seen in Indian films include the following:

Leaders with lofty ideals and motivation: Political figures who struggle against injustice and corruption are frequently shown in Indian movies as charismatic, idealistic leaders. The people's champions that these figures are portrayed as working to transform society for the better. Inspiring viewers by their bravery and commitment to public duty, they are presented as having solid morals, integrity, and a strong relationship with the general population.

Dynamic and Visionary Figures: In certain films, politicians are shown as visionary and dynamic individuals with extraordinary leadership skills. These people are characterised as skilled strategists who can manoeuvre through tricky political situations and implement game-changing legislation. They frequently serve as role models for young viewers because of their capacity to address societal issues and have a big influence on people' lives.

corrupt and zealous for power in politics Politicians are usually portrayed in Indian films as being corrupt and power-hungry, prioritising their own interests over that of the

people. To advance their political goals, these people engage in immoral behaviour including bribery, deception, and illegal activity. This image serves as a criticism of such behaviours and reflects social worries about governmental corruption.

Political Dynasties: Another common theme in Indian movies is the depiction of political dynasties, where family lineage and inheritance of power play a significant role. These films showcase the struggles and power dynamics within political families, highlighting the challenges faced by younger generations in breaking free from the shadows of their influential ancestors.

Satirical and Parody Depictions: Indian cinema often employs satire and parody to critique politicians and political systems. Movies use humor and exaggeration to expose the flaws and hypocrisies of politicians, political parties, and electoral processes. These satirical portrayals aim to entertain audiences while encouraging critical thinking and reflection on the state of politics.

It is important to note that social attitudes, cultural background, and the filmmakers' own opinions all have an impact on how politicians are portrayed in Indian films. These depictions frequently reveal the commentaries on political reality, hopes for change, and attempts to appeal to the public made by the filmmakers. While some films hope to enthuse and mobilise viewers into political involvement, others could reinforce unfavourable stereotypes or maintain scepticism towards the political system.

In the end, the way that politicians are portrayed in Indian films illustrates the complicated bond that exists between that nation's cinema and politics. It acts as a reflection of cultural attitudes, shaping them as well as being influenced by them. It provides a forum for discussion of political ideas, topics, and goals.

Impact of Movies on the Perception of Youth towards Politics

By supporting stereotypes, encouraging scepticism, and offering a false perspective of political reality, films can negatively affect how young people see politics.

Politicians are often portrayed in stereotypes: Politicians are frequently portrayed in films as being dishonest, avaricious, and indifferent to the concerns of the populace. Such unfavourable depictions can reinforce prejudices already in place and foster the idea that all politicians are dishonest and self-serving. This may cause people to dislike politics more generally and deter young viewers from getting involved in politics.

Political Issue Simplification: For the purpose of entertainment and good storytelling, films frequently simplify difficult political subjects. In spite of the fact that this could make for an interesting story, it might result in an oversimplified knowledge of political reality. Young viewers can have an incorrect understanding of the difficulties and complexities involved in government and policymaking, which might undermine their enthusiasm in being active in politics.

Promotion of Political Cynicism and Apathy: Some films portray politics as a corrupt and pointless endeavour, which encourages cynicism and apathy among youthful audiences. Young viewers may be deterred from viewing politics as a method of enacting good change and involvement if media repeatedly portrays political processes as hopelessly broken and faulty.

Political disputes and power struggles are sometimes represented in films by using violent and immoral methods. This glamorization of violence and unethical conduct may lead some people to believe that such strategies are fundamental to politics. This might diminish the value of moral behaviour and reasonable methods of settling political disagreements among young listeners.

Lack of Diversity and Inclusivity Representation: Films occasionally fall short in presenting the many perspectives and experiences that exist within the political sphere. As a result of this underrepresentation, marginalised groups and their issues may be excluded from a narrow and homogenous understanding of politics. Young people may be discouraged from participating in political processes if this notion that politics is inaccessible or unimportant to particular populations is reinforced.

Unrealistic Representation of Political Success: Movies frequently depict a romanticised and unrealized picture of political success, in which people easily overcome challenges and accomplish their objectives. Young viewers may be left with irrational expectations as a result, which might make them disillusioned when confronted with the difficulties and complexities of real-world politics.

Promoting media literacy and critical thinking abilities is essential to reducing the detrimental impact of films on how young people view politics. The negative effects can be mitigated and the development of a more educated and nuanced knowledge of the political world can be facilitated by encouraging young audiences to examine and analyse the themes

presented in films, fostering dialogues, and giving diverse and factual information about politics.

By raising awareness, igniting enthusiasm, and highlighting the need of political involvement, films have the power to motivate and sway young people to join in politics. The following are some ways that films might affect people:

Political leaders' portrayals: Young viewers might be motivated by seeing films about charismatic and forward-thinking political figures because they illustrate the strength of leadership and the capacity to effect change. Movies can inspire young people to consider political action as a way to make a difference in society by showcasing the hardships, accomplishments, and ideas of these leaders.

Activism and Political Movement Representation: Young people may become more activist after watching films that include social and political movements. Movies may inspire young audiences to become aware of societal concerns and actively participate in addressing them through political methods by emphasising the power of mass action, protests, and grassroots movements.

Exploration of Political concerns: Films that explore political problems and concerns can inspire young people to think critically about the intricacies of politics, policymaking, and societal dynamics. Young viewers can be inspired to learn more about politics, engage in conversations, and develop a desire for active engagement through engaging with thought-provoking storytelling.

Representation of Youth as Change-Catalysts: Young viewers have a strong emotional connection to films that use young characters as change-makers in society because they feel empowered and believe they can make a difference in politics. Movies may motivate young viewers to participate in politics and make their views known by highlighting the influence of youth in bringing about change.

Humanising Political people: By showing the hardships, frailties, and motives of political people, films can help close the communication gap between the public, particularly young viewers, and politicians. This may foster a feeling of relatability and empathy in children and help them see politics as a field that includes a variety of people, each with their own experiences and goals.

Political Campaigns and Elections That Inspire: Movies that show inspiring political campaigns and elections may teach audiences about the democratic system, electoral dynamics, and the value of active engagement. Such films have the power to ignite passion, educate young audiences about their voting rights and obligations, and motivate them to consider running for office or supporting politicians who share their ideals.

Promoting media literacy and critical thinking is crucial if we want to maximise the beneficial effects of films on young people's political involvement. Encouraging debates, setting up screenings with discussion afterward, and including media analysis into school curricula might assist young viewers in gaining a deeper grasp of the themes presented in films and identifying how they affect political engagement.

4. Conclusions

The research recognizes a few constraints, including its narrow scope centered on a solitary university and the likelihood of participants' responses being influenced by self-reporting bias. It is important to note that the sample used may not accurately represent the entire population, and the conclusions drawn may not be applicable to all college students or the wider youth population in India. Furthermore, the likelihood of subjectivity in the content analysis procedure, the exclusive emphasis on Telugu movies, and the applicability of the findings to other regions or movie industries should be taken into consideration.

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