

Projection of Health Issues in Contemporary Indian Cinema: A Study on Selected Bollywood Movies

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Abstract : Films are considered as the most influential form of mass media. To attract audience films are made on various themes and issues which are assumed to have an impact on the behavioural pattern of the society. Among the various issues that have been bothering Indian society, health is primary. Thus it is important and interesting to study how health is being projected in Bollywood which is largely considered by the world as Indian cinema. This study tries to focus its attention on some select popular movies made in the recent decade and will try to analyse its content and significance of the same with the contemporary Indian society. It is evident that some of the movies made projecting health issues have earned good box office revenues, but have they been successful in making the public understand the significance of health issues they have been trying to project, is an interesting area to understand.

Keywords : box office, health issues, Indian cinema, social awareness

Conference Title : ICJMMC 2018 : International Conference on Journalism, Media and Mass Communications

Conference Location : Paris, France

Conference Dates : June 25-26, 2018