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EXPLOITATION OF SOCIAL ORDER IN INDIAN MOVIE “KHUBSURAT”

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Abstract

The paper in hand aimed to highlight the negative influence of the Indian movie “khubsurat” on girls. This research was discourse based study. The researchers have used CDA as theory and framework in this research paper. The researchers have used Norman Fairclough’s model to analysis the data. In analysis the researchers claimed that Indian discourse, in form of movies, tries to propagates their ideology. This discourse is creating conflict in our society. The Pakistani girls start identifying themselves with the heroine of the movie, who is very blunt and foolish in her manners. So this creates problems and disturbance in our society. Through their movie discourse, they try to invade in our society. Apparently this movie is in favor of women but its application brings negative results.

Keywords: CDA, discourse, Norman Fairclough’s model, Indian Movie, Khubsurat.

Introduction

Movie has become a powerful tool to shape the social thinking and attitude. It has great influence over the people. People start identifying themselves with the characters presented in the movie. The Researcher in this term paper tries to instil the negative impact of Indian movie “Khubsurat” on Pakistani society. Apparently it is in favour of woman. A very bold and blunt girl is presented as heroine, an ideal for audience. She through her blunt attitude, ill mannered way of talking and poor dressing and manner of eating , drinking wins the heart of hero. She not only influences the hero but also exerts her influence on other family members. This kind of discourse in movies is getting popular. But the f results of such kind of movies is really destructive in our society. Every society has its own structure and values.

The young girls of our society start copying the heroine of the movie. Her way talking, behaving etc, which are acceptable in our society.so this discourse is creating conflict in our society. Even the parents of heroine encourage her. But her behavior if adopted by girls of our society would not be acceptable especially in middle and lower middle classes.

The major perspective of CDA is “power”. Every discourse has its own power. As Imperial discourse created by European. This discourse exercised power on rest of the world through language. For their language is powerful. So they promoted their ideology and philosophy. Similarly, movie is powerful discourse for Indian. So they promoted their ideas through their discourse.



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Apparently, it promotes the equality of man and woman which will be acceptable for the betterment of the society but inwardly it spoils the order of Pakistani social structure. Girls start identifying themselves with that lady but no one ready to accept their ill-mannered attitude. As a result, it only disturbs the very order of the society. Its bad impact can be seen even in the movie. The characters get influenced by her behavior and adopting her manners.

Research question

1. How does the movie tempt the young girls?
2. How it is negative for society?

Significance of study

The discourse of this movie is taken positively. Apparently it encourages the feminist rights and it is in favour of women. But We have taken the implied meaning. The underlying purpose is not constructive. Khubsurat movie is not discussed in this perspective. Our research would pave the way of new researchers to analyze the movie in that way. Through movie discourse, they propagate their agenda. Apparently it is all right for Indian society but this discourse is creating problems for Pakistani society.

Literature Review

Movie is a significant tool to form the social thinking and behavior. It has influenced the people. People start identifying themselves with the characters of the movies. The researchers in this paper try to instill the negative impact of Indian movie “Khubsurat” on Pakistani society. The researchers have used Critical Discourse Analysis to analyze the characters of this movie.

CDA has become a point of focus. Many articles and journals have been written about CDA. Norman Fairclough says “Discourse is language, but it is not just language. . . . This is partly a technological issue: modern technologies facilitate the production of text (in broad sense) which combine language with visual image and sound in complex and sophisticated way. . . . including facial expression , boDily position and movement, gestures(‘body language’)”(Language and power,2015, 7).

Jyoti Sharma in her work *The Theme of Racial Exploitation in Ralph Ellison’s Invisible Man*(2019), argues that Racism has always created trouble the conscience of many social scientists and humanity in general because it causes discrimination and segregation. Racism is linked with exploitation. Many writers have written about the different forms of exploitation. The researchers in this research paper has used CDA to analyze the exploitation of Blacks by the Whites. further the paper suggests that CDA has ability to highlight underline racial exploitation.(Sharma J, 2019)

Chen Hua in the article *Critical discourse analysis of women language at the lexical level in Sense and Sensibility* (2013), used CDA to analyze the common sense assumption about the gender that underlie



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the use of language in the novel *Sense and Sensibility* in British society. It highlights the gender inequalities in the assumptions about women and men that are embedded in the linguistic practices of the characters of *Sense and Sensibility*. (Hua, 2013)

Research Methodology

The researchers are using Norman Fairclough model of CDA to analyze the discourse. He is of the view that there are three dimension of CDA, Description, interpretation and Explanation.

Description

It is the first stage of Critical Discourse Analysis, which is used to describe the characteristics of a language without making judgements.

Interpretation

It comes between Description and Explanation. The interpretation generated through a combination of what is in the text and the analyst's interpretation.

Explanation

It is the third stage of Critical Discourse Analysis, which is used to explain the text with context. (Language and power,2015,58)

Framework

Theatrical frame works are the lenses through which a researcher, in a systematic way can analyze a text in a best possible and conceivable way. We have used Critical Discourse Analysis to analyze the characters of this movie. We have chosen CDA as theory and framework because CDA as described by Teun Ven Dijk "CDA is not interesting in investigating a linguistic unit but in studying social phenomena which are necessary complex". Discourse not only describes the semantic meaning but it also emphasizes on power and social issues. Norman Fairclough says "Discourse is language, but it is not just language. This is partly a technological issue: modern technologies facilitate the production of text (in broad sense) which combine language with visual image and sound in complex and sophisticated way. . . . including facial expression , boodily position and movement, gestures('body language')"(Language and power,2015, 7).Fairclough and Wodek summarize main tanents of CDA as follow

- (1) CDA addresses social Problem
- (2) Discourse constitutes society and culture
- (3) Discourse does ideological work
- (4) The link between text and society is mediated
- (5) Discoure analysis is interpretive and explanatory



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(6) Discourse is a form of social action (Critical Discourse Analysis, 1997)

Data analysis

Movies are getting more and more significance now days. It has become a strong discourse to influence the society and ideology so movies are being used to propagate some objectives and ideologies. Movies are only the source of entertainment and information but they are also being used as tool of propaganda. Through this discourse different positive and negative objectives are being achieved. Similarly, the discourse of an Indian movie “khubsurat” affects the Pakistani society in a negative way. It promotes the wrong idea about the leading woman. It might be right for the Indian society but it is not good for our society. As every society has its own standard of living. Through this discourse, they want to intrude in our society. They are trying to promote their agenda through movies.

The movie “Khubsurat” tells the story of the girl, who belongs to a middle class family. The girl’s blunt and bold attitude is being encouraged by her family. She encounters an upper class well mannered family. She starts getting the attention of the family. She is getting popular in the family because of her childish and blunt behavior and foolish way of talking. In the end she also wins the heart of a handsome and rich guy. So the discourse is generating a kind of ideology which says that only foolish way of talking, eating and living is the source of success. As Norman Fairclough says that “discourse constitutes society and culture and discourse does ideological work” (Critical Discourse Analysis, 1997). These lines show the power of discourse as it shapes and reshapes the society.

The movie “khubsurat” is replete with various instances where the heroine, Dr Chkerverty, is presented as outspoken, blunt and even disrespectful. But these traits are portrayed as positive and even helpful for getting her position in this family. The opening scenes of the movie introduce two families; they are at sharp contrast to each other. One is shown as over-disciplined whereas the other is very over-casual and rough. Dr Chakker Vandi is appointed as physio therapist to that upper class family. Her entrance is ridiculous and foolish. But her foolish and blunt behavior is portrayed as sign of courage and confident. So what is promoted among the young is to be foolish and childish is good thing. She behaves as if she is her own house. Her entrance shot does not show her as Dr rather she looks like teen ager. This discourse generates the idea of causality even in professional life. This is something really dangerous for the society. One cannot behave foolishly at one’s work place.

Dinner scene is also very significant in this regard. Her conversation and ideas are clearly revealed in this scene. She is in as strange family. She does not know them. She is working here as Dr but her manner does not show it. She chews the bubble then wrap it in paper put it on the dining table. This is kind of behavior which is not accepted in any society. But the smile of AN OLD person makes it accepted. So through his smile what is generted is kind of acceptance and even appreciation. So the audience does not take it as negative rather they themselves start behaving in the same way because this discourse influenes the thinking. Then she justifies herself by saying that



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“We are Punjabi and we do not follow the formality. Actually, Manju is Punjabi and we all are like her”

On asking about Manju, she replies that “Manju is my mother” they get surprise on her answer as they are expecting that Manju would be her sister. Because the way she talks about her mother gives the impression as if she is talking about someone who is younger to her. The element of respect is absent. This discourse promotes disrespect too. But everyone is taking it normal because the heroine of the movie is saying all. This is not accepted in our society especially in middle and lower middle class. A girl, who gets influence from this discourse, cannot be adjusted in society where parents are not called by their names.

When she is kidnapped, instead of being worried, she is happy of being their first hostes.

“Kidnappers: Congratulation

Chakurvedi: why?

Kidnappers: You are the first hostess of our business

Chakurverty: really? (Excitedly)”

This discourse implies that the grim issue such as kidnapping is just matter of joke as the heroine of the movie takes it lightly. Her childish ways attract the other characters of the movie. Hero gets inspired. Not only hero but also hero’s sister ‘Divaya Rathore’ inspires from her. But the result of such inspiration is very negative. Chakurverty boldness and so called confidence does not help Divya. She under the influence of chakurverty’s personality flees from the house. She does not talk to her parents .she does not try to convince her parents. Only what she does is to flee from the house but she comes back and regret can clearly be seen on her face. Negative impact of discourse can be seen witin the discourse. Apparently it is in favor of woman. Such kind of attitude is considered good and positive for the women but the implication of it only brings destruction.

Not only Divya but also Vickram, the hero of the movie is influenced by her. He attracts towards her. The thing which attracts him is her blunt, foolish and bold way of living. So this discourse tries to inculcate these traits in women which would not be suitable and acceptable in our society. These traits may be suitable and acceptable in Indian society. But in Pakistani society it would only create disturbance. This discourse propagates the false notion of freedom. To be uncivilized is never meant to be free and confident. In this way one cannot get ones place in the society. It only creates disorder.

The ending of the movie is also very significant. The hero talks to Chakurverty’s parents but her mother does not accept his proposal. Then the hero very much talks like Chkerverty. He proposes in way as Chakurverty used to talk. Even her mother points out that

“It is not your style. It is Milli’s style.”



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By copying her style, the hero implies that her style is the best style. He surrenders himself in front of her personality.

Conclusion

The aim of this study was to highlight the negative impact of the movie on girls. The heroine of the movie is presented as confident and bold but the tools that have been used are negative. Her foolish and childish way of talking is considered as positive trait of her personality. She has been appreciated not only by her family but also other people. Even the hero, who is already engaged, gets attracted towards her because of her foolish way of talking drinking, eating and behaving. These things are presented in way that everyone starts admiring them. The girls start talking and behaving in the same way. Our society especially middle and lower middle class could not tolerate such kind of behavior. People are not ready to accept such kind of manners. As a result it affects the society very badly.

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