

Introduction

Cinema is the main entertainment medium in modern society. Cinema has become a part of modern life. In India most of the people are interested in watching movies to get relief from their busy life. Many of the Indian film artists are treated as gods by their fans. Many film heroes become brand ambassadors for their products due to having a huge following by the people. Indian film industry produces approximately 2000 movies in a year, and Indian film industry is renowned as the largest film producer in the world.

Beginning of Cinema

Cinema was born in the west, but it has the largest number of audiences in countries like India. In the beginning cinemas were without sound or silent movies, after a few years talkie cinemas were made. The earlier movies were only made in black & white. Later colour cinemas were produced. The First world commercial cinema was released on December 28, 1895 screened at Grand cafe in Paris. This film was made by two french brothers Louis and Auguste Lumiere. They developed a camera projector called Cinemaographe. Raja Harishchandra is a first Indian silent movie released in 1913, and is considered as the first Indian full length feature film. This film was made by Dadasaheb Phalke. To honour him Indian government presents the famous film award Dadasaheb Phalke, to the people who worked for the development of Indian movies.

Cinema & Employment

Today India is one of the largest film producing countries. There are lakhs of workers and technicians besides artists. Film industry provides employment to a large number of people.

Cinema is a Entertainment Medium

Cinema is the main entertainment medium. By spending a little money one can enjoy seeing a film of two and half hours. It provides relief from the stress and strain of our daily life. All kinds of people seek relief in a cinema watching it in theaters. Cinema also serves as a source of information and education. Many cinemas reflect socio economic facts and other aspects connected with human life people across the country along with entertainment.

Impact of the Cinema on Society

Cinema creates a massive impact on the people all over the country. It is said to be a reflection of society. It gives awareness about our society. A cinema can show the facts and issues in the society. Most importantly cinema is the medium to show different cultures in the world, and which helps to connect different cultures. Some dedicated directors and producers bring out films with a message. They have a special reformatory aim.

However, there is a negative impact of Cinema. Films often have a bad influence on society. Today films are full of violence and romance and youth and college students are major fans for the actress. So, this type of films influence the youth. In some films directors show various techniques of robbery, cheating and murders which leads to an improved crime nature in youth.

Conclusion

Film is a powerful medium of society. There may be few negative impacts on society. But, it is the best entertaining medium for society. Many movies have helped in eradicating social problems. Cinema is a way of showing the world from the perspective of other directors. It inspires people to broaden their thinking and imagination.