

Chapter 20

Role of Films in Waste Management Advocacy

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ABSTRACT

Films have the power to shape perceptions and influence behaviours, making them a vital tool in educating and inspiring youth towards effective waste management practices. Review of Literature identifies a significant gap in understanding the effectiveness of cinematic narratives in promoting environmental responsibility among young people. This study aims to study how Indian films that address waste management themes, use visual storytelling to raise awareness and motivate young audiences to adopt sustainable habits. Through content analysis of films and with surveys, the study reveals that films significantly impact youth perceptions and actions related to waste management. The study projects the power of media as an educational tool, recommending the integration of film-based initiatives in environmental education programs to enhance their outreach and effectiveness in shaping the attitudes and behaviour of the younger generation towards waste management.

INTRODUCTION

Cinema serves as a powerful medium for social awareness and education, addressing sensitive issues like menstruation, women's rights, and mental health. Notable films such as, Great Indian Clean Up Toilet: Ek Prem Katha, Pappu Can't Dance Saala, etc and challenge societal norms and influence youth perspectives and behaviors, promoting discussions on social issues. This research highlights cinema's dual role in entertainment and as a catalyst for social change, shaping community

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values and awareness, Khattri, N., & Singh, A. (2021). Waste management is a critical issue in India where rapid urbanization and population growth have led to significant environmental challenges. Youth, as future leaders and decision makers play a crucial role in addressing these challenges. Indian cinema with its vast reach and influence has the potential to shape public perception and behaviour regarding sanitation and waste management.

Cinema is a visual medium that uses images, colors, and motion to convey thoughts and feelings effectively. Filmmakers can transfer complex ideas and deep emotions not easily put in words due to their visuospatial ability, Nguyen, N. N. (2023).

Cinema can provide a medium that genuinely moves an individual into feelings of fear, fun, or grief through music, sound effects, lighting, and camera angles, placing them in a similar situation. The presentation of social issues within the generic framework of contemporary commercial Hindi films has changed markedly over the last decade. Meaningful cinema from the 1930s addressed societal challenges—be it the problem of farmers or that of untouchability—in unison with the voice of independent and social reforms in India. Mainstream Bollywood had, to a degree, already taken on board some aspects of parallel cinema by the 1970s and the 80s with films like *Deewar*, which was an attempt to display social issues in the plot, though mostly through these plot devices instead of an actual engagement with the issues. As Bollywood transitioned mid-way through the 2000s, one of the most striking features in storyline changes was towards extra realism and relatability. True-story movies were now at the helm, with the likes of *Gully Boy* telling social issues about inspiration for following one's passion and adversity. Probably for the first time, this new wave of cinema, based in small towns and rural geographies, has been categorized by academicians as “neurotic realism” because it depicts the actual strays affecting the middle class and other people marginalized by society today. This shift has deviated from melodramatic representation of societal issues to a nuanced and realistic one in modern Indian cinema. Today, modern Hindi commercial films have emerged as a strong tool to gather and posit the changing social ideologies and gender roles in India. In sharp contrast to the way that homosexuality was very often gauged by ridicule in the past, the 21st-century Hindi commercial film has started dealing with consent issues, domestic film menaces, and gender bending phenomena with more significant insights and sensibilities, Hošťovecký, M., & Štubňa, J. (2015).

We can't truly imagine the contemporary entertainment industry without films. For different people, films hold different meanings; some see them as the ultimate and most valuable form of entertainment, while others consider them merely a medium for showcasing moving images. Then, there are those who believe that films capture the true essence of society, reflecting its changing trends and realities. Films not only mirror society but also shape and influence it. The relationship between

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