

Mjmc:1

Paper:5:Electronic Media (Radio and Films)

Topic:Impact of Films

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In India, with its cultural and linguistic diversities and the problems of illiteracy, the film is the most powerful medium of mass communication. With its universal language, the film can, to a considerable extent, cut across the cultural and linguistic barriers.

Films can carry not merely information, they can even create a yearning for change and modernization. By dexterously employing the mechanical tricks of photography and camera angles, by exploiting the ingenious use of close-ups, by building up of suspense and illusion, and by weaving human elements and story in appropriate sequences, Films can create social awareness and even arouse strong emotions. Films can inform, inspire and Express feelings and emotions most dramatically with lasting impact.

A film calls for creative collaboration between the filmmaker and other performing and visual artists. Films fired the imagination of people by the closing years of the nineteenth century. Fostered by Edison, Lumiere brothers and George Melies the film grew rapidly in stature-with the work of Edwin S.Porter and Griffith. By the twenties, the film came to be recognized as an art form, a distinct mode of creative expression. It is also earned universal acclaim. It is a versatile means of communication. It can be produced on all subjects of human interest and includes, broadly speaking, feature Films ,documentaries and newsreels.