

Violence in Bollywood Films: A Critical Analysis of 'Animal'

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Abstract

The cinematic portrayal of violence has long been a subject of controversy. This study delves into the aspects of the film 'Animal', where the portrayal of violence and gore is evaluated for its impact on the audience mind-set and society. With the objective to analyse some critical aspects related to audience reactions, response to stimuli and societal implications of the portrayal of violence in this film, this study attempts to propose certain recommendations. A mixed method approach has been used in this study. Quantitative data was collected through survey method using snowball sampling technique and analysed. A qualitative analysis of the film's reviews, personal observation and focused group discussion was done. For the final outcome of the study the findings were triangulated. The study revealed that females were more in-disagreement to violent films made, released and watched by masses, such as 'Animal'. They were of the opinion that such films probably would have a very negative impact especially on the children, other than the society at large. On the other hand the male respondents showed their thrill, interest and liking towards these violent films as per the findings. Also the findings revealed that the male respondents had a mixed reaction in terms of favouring the making of these violent films. The study attempts to establish the complex relationships between entertainment, censorship and societal well-being, with an aim to put forth recommendations before the cinema industry stakeholders and policymakers.

INTRODUCTION

The silver screen has always been a canvas for human emotions, desires and fears. Among the variety of genres, violent films have the ability to simultaneously captivate and repel viewers also leave an impression on the minds of the viewers. This study has considered the case of Bollywood film 'Animal' to decipher the violence depicted in films and its possible ramifications on the audience and society. In the vast landscape of cinema, violent films stand out as a compelling yet controversial genre, offering audiences thrill in terms of raw, crude and a primal side of human instinct. What one sees on screen impacts the mind (Joshi, 2023). Many media effects theories tell that the impact of various forms of communication definitely leaves an impression on the minds of people and affect them. The film 'Animal' portrays brutal scenes of violence and gore which can have an adverse effect on the psyche of its audience that

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would find its reflection in the society too. Novelist Shobhaa De in her 'NOT a film review' remarked, "What is the film saying? This type of Neanderthal Alpha-male behaviour is to be condoned? To be considered love?... A film that seems to be made by an animal for animal is already giving animals a bad name because animals don't behave like that" (Joshi, 2023). This study makes an effort to establish a relationship between the implications of violence shown in film 'Animal' in terms of its impression on the audience and societal feedback. The portrayal of violence in this film has divided the audience into the favourable and non-favourable factions, as per the reviews (IMDb, n.d.). It is evident from previous studies that the portrayal of violence in films can have adverse effects on the audience and society by influencing attitudes, aggressive behaviours and altered civilized norms (Nnenna, 2022, Ward, 2023). Also past studies indicated that individuals who watched violent movies were more likely to believe that violent ways of handling problems is acceptable (Hassan et al., 2009). Understanding these effects is essential for addressing the consequences of violence portrayed in Bollywood films and promoting responsible media consumption.

Research Questions

RQ1: What are the reactions and perceptions of audiences towards the depiction of violence in the Bollywood film 'Animal'?

RQ2: Do the responses to the violence shown in the film 'Animal' vary across different demographics?

RQ3: What are the ethical considerations that arise from the portrayal of violence in films such as 'Animal', in context to adverse effect on viewers and on the society?

RQ4: Should there be thoughtful amendments in the censorship board policies regarding dealing with the depiction of violence in films?

RQ5: Should the filmmakers not be more careful and responsible towards depicting violence in films, creating stories around violence and making violent films?

Objective

- To find out audience reaction of the film 'Animal'.
- To find out whether violent films made and

screened is acceptable among the audience.

- To find out the audience response to stimuli of violent films like 'Animal'.
- To find out the public opinion on whether movies such as 'Animal' is harmful for the society.
- To understand the public opinion on whether violent movies like 'Animal' which set bad standards for upcoming generation and society should be banned.

Conceptual Framework

The theoretical framework of the study has borrowed the theories and concepts of psychology, sociology and media studies to understand the effects of violent films on the audience and society.

Social learning theory (Bandura, 1977):

This theory states that individuals learn behaviours through observation and modelling. Exposure to violent behaviour in media could influence individuals to imitate similar behaviours (McLeod, 2024).

Cultivation theory (George Gerbner, 1960):

This theory suggests that long-term exposure to media content shapes individuals' perceptions of reality. Continuous exposure to violent content may lead individuals to perceive the world as more violent than it actually is, influencing their behaviour (Perera, 2023).

Priming theory (Iyengar, Peters, and Kinder, 1982)

Priming refers to the activation of particular associations in memory which can influence a persons' subsequent behaviour. Exposure to media violence may prime aggressive thoughts and behaviours in individuals (Bushman, 1998).

Psychological theories

Concepts from psychology, such as the impact of trauma, development of empathy and cognitive processing of violent stimuli also inform the study's theoretical framework.

METHODOLOGY

The study has used a mixed method approach. All

the study has been conducted on Indian population. A survey through questionnaire on Google forms using snowball sampling technique was conducted, and a sample size with 52 responses was collected. Quantitative data that was collected through survey questionnaire was analysed using SPSS. The search term "Animal Film Review" was used on Google search engine and the top five websites that came up in the search were considered for conducting content analysis of the film reviews on those websites. Also, observation method was used in terms of watching the film by the researcher and analysing the findings. It was followed up by focussed group discussions with participants who had watched the movie. The participants included five individuals and three families. A qualitative analysis of these data sets was performed. The findings were triangulated to infer the final outcome of the study.

Limitations

The study has certain limitations. The sample size could have been larger. Also, better stratification could have opened up more scope for exploration of this study in terms of different demographics. Talking to experts and film makers would have also provided more insights.

REVIEW OF LITERATURE

Effects of Violence in Films

Historical context

The debate on the effects of media violence dates back to the early 20th century when social scientific research began investigating the potential harms of media on society. With the rise of television as a mass entertainment medium in the 1950s, concerns about the influence of media violence, especially on young audiences, intensified.

Cultural influence

Films, as a form of visual storytelling, have a powerful influence on shaping cultural norms and values. The portrayal of violence in movies can desensitize viewers to aggressive behaviour, leading to a normalization of violence in society. This

normalization can impact how individuals perceive and respond to real-life violence.

Psychological impact

Exposure to violent content in films can evoke emotional responses and cognitive processes in viewers. The arousal, mimicry, and priming effects of media violence can influence individuals' attitudes and behaviours, potentially leading to increased aggression and desensitization to violence.

Social learning

Social learning theories suggest that individuals learn behaviours through observation and modelling. When violence is depicted in films, viewers, especially children, may imitate these behaviours, particularly if the characters committing violent acts are portrayed as heroes or role models. This imitation can contribute to the reinforcement of violent behaviour in society.

Media influence

Media plays a significant role in shaping perceptions and attitudes. The glamorization of violence in films can impact how individuals perceive violence as a means of conflict resolution or personal empowerment. This influence can extend beyond the screen and affect real-world behaviours and societal norms.

Public perception

Public perceptions of the impact of media violence on society have led to debates and discussions among parents, educators, policymakers, and media creators. Concerns about the potential link between media violence and real-world aggression have prompted calls for regulation and responsible media content creation (PSYCHOLOGS ENTERTAINMENT, 2023).

Impact of Violence Portrayed in Media on Individuals, Children and Adolescents

Arousal

Media presentation of violence that arouses viewers can lead to increased aggressive behaviour in the short term. This arousal can result in excitation



transfer, where emotional responses from the media are attributed to real-life situations, potentially leading to more aggressive responses to provocation. Heightened general arousal from media content can reduce inhibitions and increase the likelihood of displaying aggressive and violent behaviour.

Mimicry

Individuals, especially children, have a tendency to mimic behaviours they observe, including violent actions seen in media. This imitation can be influenced by mirror neurons in the brain, which fire both when observing behaviour and when performing the same behaviour. As children witness violent behaviour, they may be prone to mimic it, potentially leading to the normalization of aggression (Browne & Hamilton-Giachritsis, 2005).

Priming

Exposure to media violence can prime aggressive concepts in the brain, making aggressive behaviours more likely. When the brain associates external stimuli (such as violent content) with aggressive thoughts or actions, individuals may be more inclined to engage in violent behaviour themselves.

Long-term effects

The effects of exposure to media violence may not only manifest in the short term but also have long-lasting consequences. Children who are exposed to high levels of media violence are more likely to exhibit violent behaviour in adulthood. This imitation of violence, whether from trusted adults or media sources, can contribute to the development of aggressive attitudes and actions later in life.

Thus we see that all the attributes derived above leads to alteration in the audience behaviour in terms of inclination of tendencies towards aggression and violence (Anderson et al., 2003, Anderson, 2016, Huesmann, 2007). As the individuals comprise the society, such negative effect on behaviour due to the bad influence of violence portrayed in media (films) would certainly be detrimental to the society and law and order.

Cinema Censorship Board

The Central Board of Film Certification (CBFC) plays a crucial role in regulating films in India. The

guidelines aim to ensure that films do not contain scenes that glorify or justify activities such as violence, denigrate women, etc (CCJ NLU Delhi, 2017). Upholding ethical standards in filmmaking, including monitoring scenes involving violence, is a vital aspect of the CBFC's duties (Academike, 2021). It is the responsibility of CBFC to strike a balance between artistic freedom and responsible content creation while safeguarding societal values and sentiments (Juristic Info, 2023).

The CBFC guidelines include categorizing films into different certification levels such as U, A, UA and S, based on the content of the film. The CBFC evaluates the level of violence, including physical violence, verbal violence, sexual violence and violence involving children, to determine the appropriate certification for the film. Films that contain excessive or inappropriate violence may be subject to censorship or restrictions by the CBFC to maintain societal harmony and protect viewers, especially children, from harmful content. While the CBFC has regulations in place to monitor and regulate violence in films, certain studies suggest that there may be instances where these rules are not strictly followed (Devi & Sharma, 2022).

Findings

Survey Questionnaire

In the survey conducted through questionnaire using Google forms with a sample size of 52 respondents, the gender of the respondents came out to be 66% males and 34% females (Figure 1). The age groups of the respondents below 25 years indicates 87%, between 26-35 years 9% and above 35 years 4% (Figure 2). Out of 52 respondents 47 agreed to have seen the film 'Animal', that is 91% (Figure 3). The 9% of the sample size who said that they have not seen the film have been dropped out of the analysis. Thus only the data of 47 respondents who agreed to have seen the film has been considered in the analysis.

The above frequency graphs (Figures 4 to 8) are a presentation in five point Likert scale, 1 is Not at all, 2 is Not much, 3 is Can't decide, 4 is Yes, 5 is Very much. The findings from the above graphs reveal that the respondents showed from mixed to slightly positive reaction towards liking the film 'Animal'

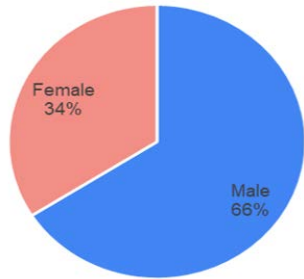


Figure 1: Gender

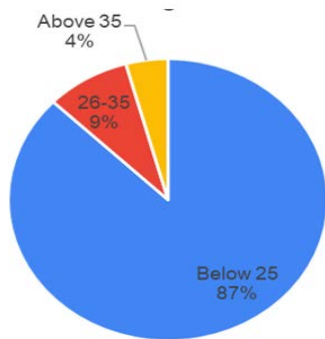


Figure 2: Age

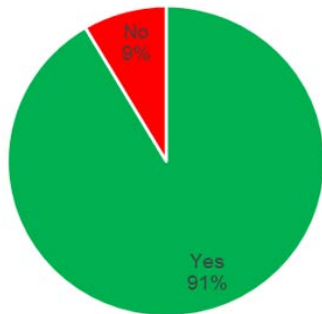


Figure 3: Have watched Animal

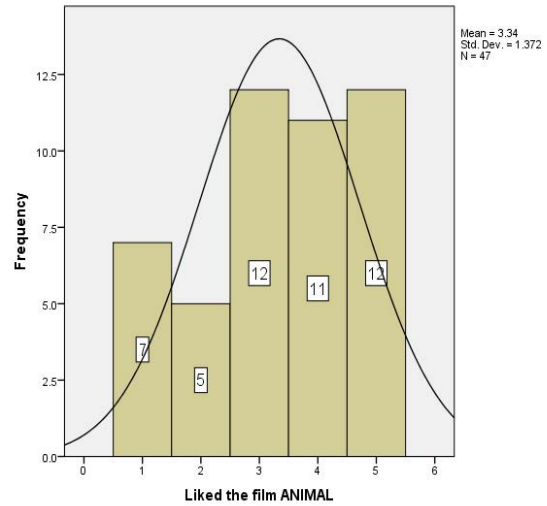


Figure 4: Liked the film Animal

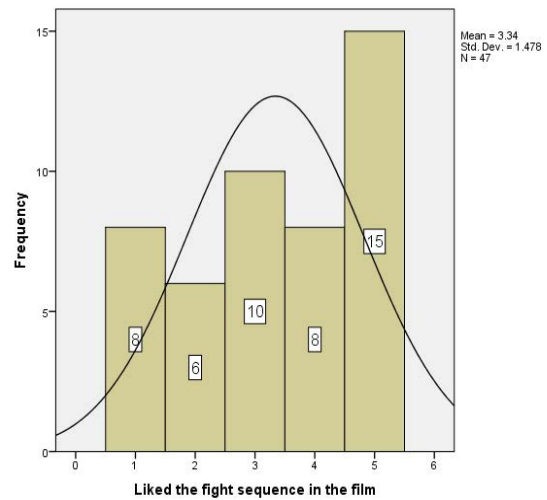


Figure 5: Liked the fight sequence in the film

(Figure 4) and liking its fight sequence (Figure 5). This is probably due to the thrill. When it comes to wanting more films like 'Animal' to be made the respondents overall gave a little negative response (Figure 6). About recommending the film to friends the response was mixed, the overall response can be inferred as Can't decide, since the curves of the histogram is almost normally distributed (Figure 7). Most of the respondents had a positive inclination towards liking the hero character Bobby Deol (Figure 8). This is probably due to star fandom.

For the purpose of detailed understanding, the study considered moderators, gender and age for a

comparative analysis on how the different genders and age groups respond to the same factors.

The findings from the above graph (Figures 9) indicate that while majority of female respondents gave a neutral response towards liking the film 'Animal', majority of male respondents showed liking for the film. Age group below 25 showed liking towards the film, while age group 26-30 gave a neutral to moderate response and in the age group above 30 there was a response of 50-50 who liked the film very much and those who did not like the film much (Figure 10).

The findings from the above graph (Figure 11)

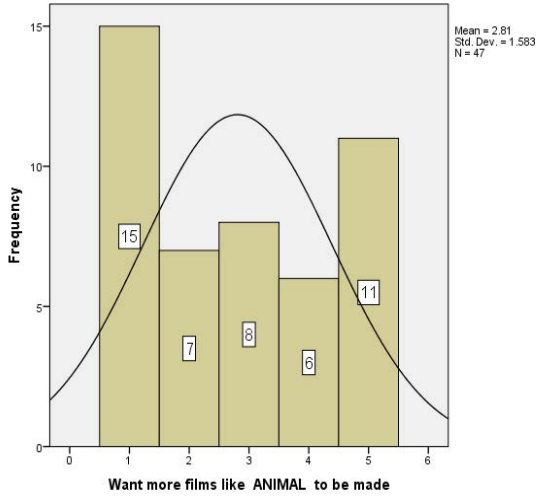


Figure 6: Want more films like Animal to be made

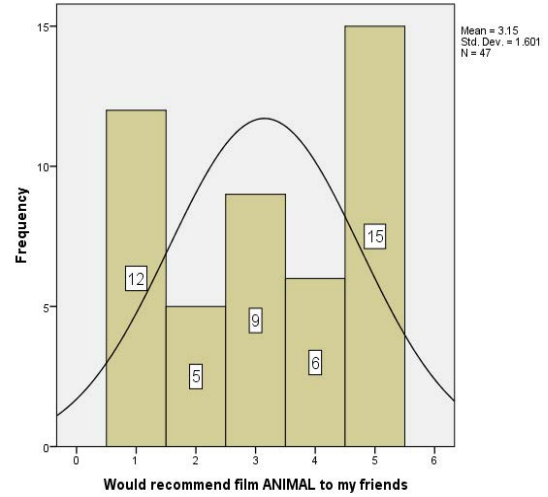


Figure 7: Would recommend the film Animal to friends

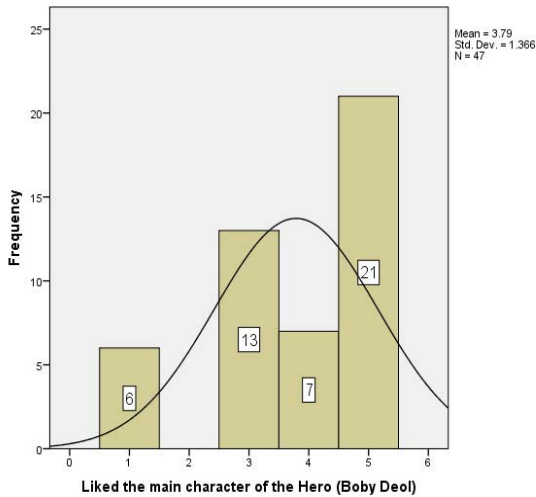


Figure 8: Liked the main character of the hero Bobby Deol

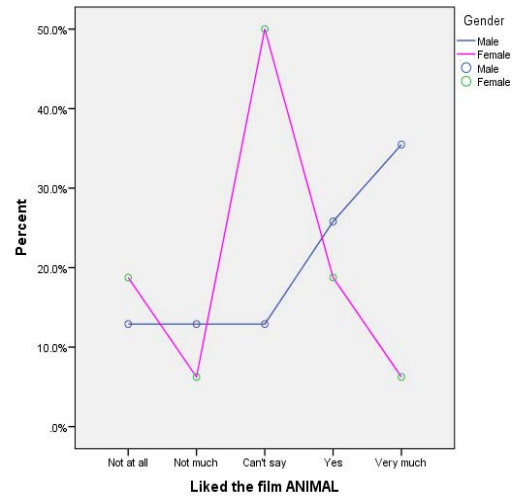


Figure 9: Liked the film Animal (Gender)

reveal that while majority of female respondents gave a negative response towards liking the fight sequence in the film 'Animal', male respondents showed liking for it. Majority in the age group below 25 showed liking for the fight sequence, while age group 26-30 gave a mixed response and age group above 30 gave a negative response towards liking the fight sequences of the film (Figure 12).

The findings from the above graph (Figure 13) indicate that while majority of female respondents gave a negative response towards wanting more films like 'Animal' to be made, male respondents gave from mixed to positive response. Age group

below 25 gave a mixed response but more towards negatively inclined, while majority in the age group 26-30 also gave a mixed response but positively inclined and age group above 30 gave from neutral to negative response (Figure 14).

The findings from the above graph (Figure 15) suggest that while majority of female respondents gave a negative response towards recommending the film 'Animal', majority of male respondents showed positivity towards recommending the film to friends. While the response from age groups below 25 and 26-30 was mixed towards recommendation for the film, age group above 30 gave more or

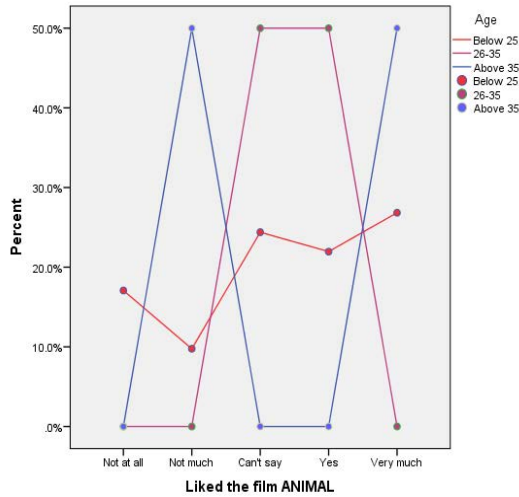


Figure 10: Liked the film Animal (Age)

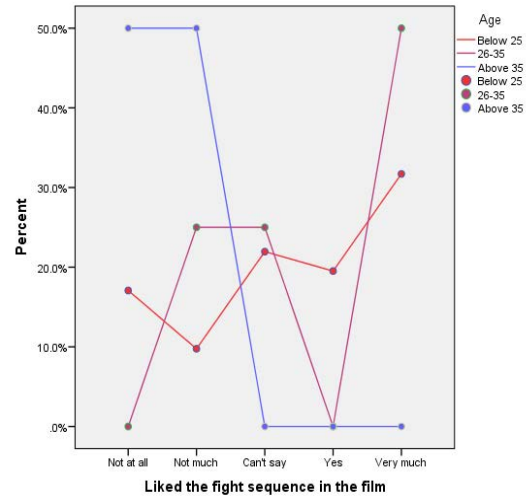


Figure 12: Liked the fight sequence in the film (Age)

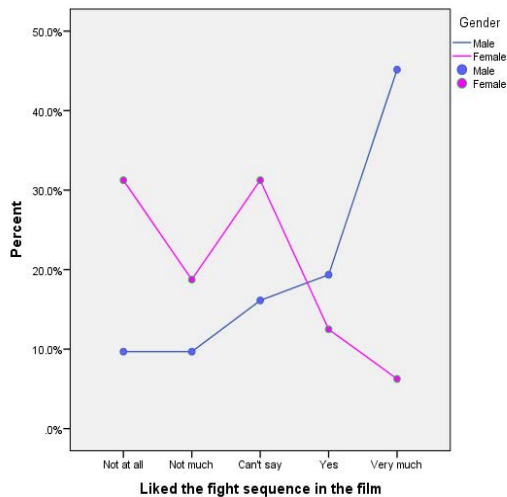


Figure 11: Liked the fight sequence in the film (Gender)

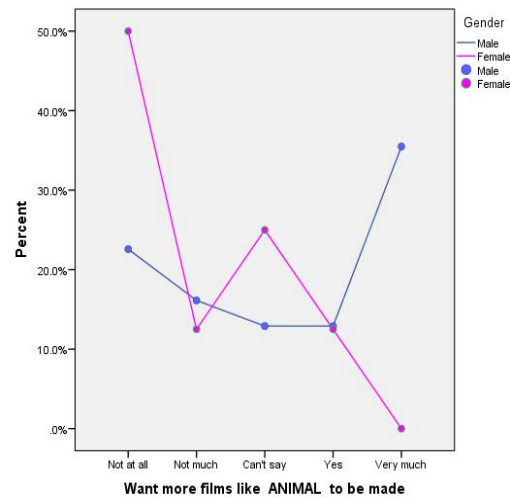


Figure 13: Want more films like Animal to be made (Gender)

less from a neutral to negative response towards recommendation (Figure 16).

The findings from the above graph (Figure 17) suggest that both females and male respondents gave from mixed to positive reaction towards liking the character of the hero Bobby Deol. In the age groups below 25 majority showed liking towards the hero character. Reaction from age group 26-30 was absolutely mixed. And age group above 30 gave a very neutral response (Figure 18).

The main finding that emerges from the analysis is that the majority of females overall did not like the film 'Animal' and the violence in it. They also don't

want such films to be recommended and made. On the other hand, age group below 25 showed affinity towards the film and the fight sequences depicting violence. As the age group increased, the liking for the violence and such films decreased. This shows that the young are more impressed and thrilled by such violent films, thus susceptible to its influence and ill effects with negative consequences. Putting together what social learning theory, cultivation theory and priming effects suggests and the analysis of the findings of the survey, such films are definitely detrimental for a healthy society. Also, since the young pick up things very fast, them watching such

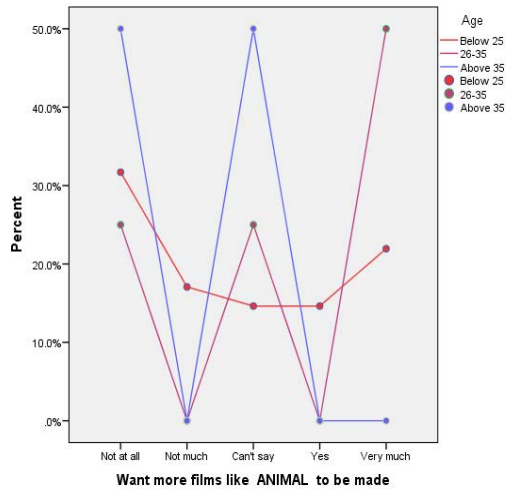


Figure 14: Want more films like Animal to be made (Age)

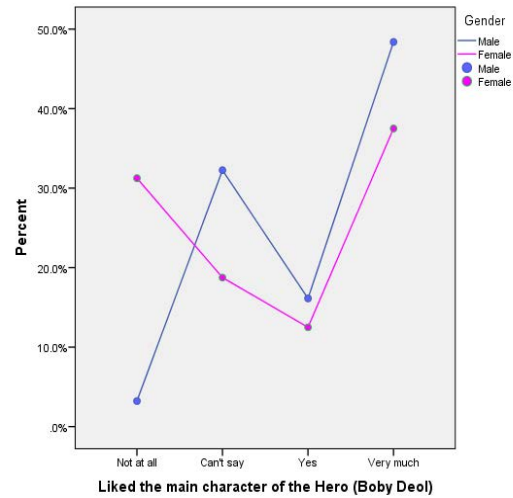


Figure 16: Would recommend the film Animal to friends (Age)

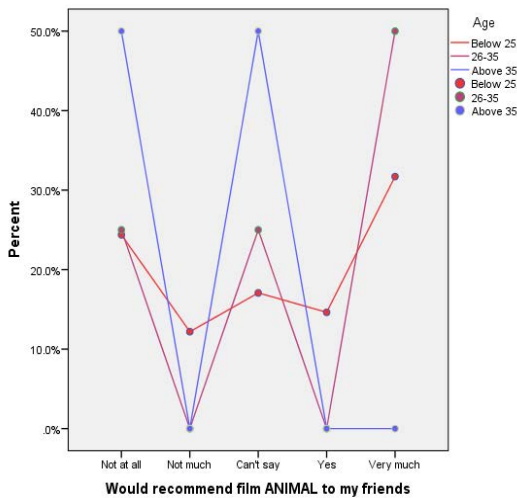


Figure 15: Would recommend the film Animal to friends (Gender)

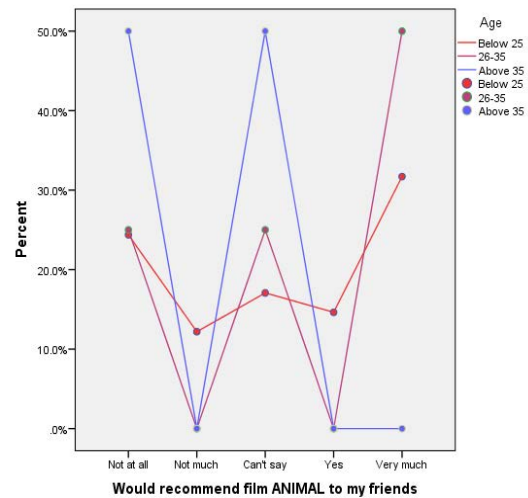


Figure 17: Liked the main character of the hero Bobby Deol (Gender)

violent films could instill aggression and violence in their characters and violent behavior could manifest in different ways in different scenarios.

Observation analysis

The analysis of the film 'Animal' directed by Sandeep Reddy Vanga, by the researcher after watching the film personally reveals that, definitely violence was the central theme and was portrayed in a bad light, meaninglessly. The film revolved around the character of Vijay, played by Ranbir Kapoor, who became increasingly violent and obsessive after his father was attacked. The film was glorifying

Vijay's violent behavior, presenting it as a form of empowerment and masculinity. This portrayal of violence certainly has the potential of harmful effects on the audience, particularly young viewers who may be influenced by the film's glorification of violence and toxicity. After watching the film, the understanding is that so much of excessive violence was not at all necessary as it was also emotionally disturbing, with scenes of torture, mutilation and murder depicted. The film's violence is not only physical but also emotional, with characters subjected to psychological abuse and manipulation. The portrayal of violence further becomes complex

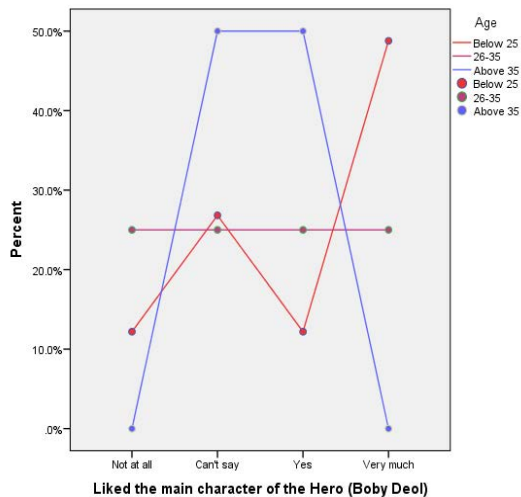


Figure 18: Liked the main character of the hero Bobby Deol (Age)

by its distorted representation of women, who are often depicted as submissive and objectified.

The film’s violent themes are further elaborated by the film’s soundtrack and sound designing, which features aggressive and confrontational music that enhances the film’s violent tone.

The film certainly raises important questions about the impact of media violence on audiences and the role of filmmakers in shaping societal attitudes towards violence and gender.

FOCUSED GROUP DISCUSSION

The violence in film ‘Animal’ was discussed among participants that included five individuals (friends) and three families. The findings of the discussion revealed gender based perspectives. The females were of the opinion that the violence shown in the film was in a bad taste. Especially young to middle aged ladies were strongly of the opinion that depiction of violence in films is very harmful, particularly citing concerns for its adverse effects on children. They stated that exposure to such content sets a negative example for the children and may instigate children to imitate such violent behavior or develop desensitization towards violence. Also, it would diminish their empathy and tolerance levels. On the other hand, the male participants while acknowledging a sense of thrill in watching such films as ‘Animal’ also recognized its potential

for inducing aggression and may compromise on temper control and tolerance. They agreed that under the influence of such violence depictions, the impression may last in the subconscious mind, and it cannot be denied that at certain point of time it can manifest where a person may resort to violence in real life. After all what people see and absorb gets reflected in their actions and behavior. Both the genders agreed that there could be detrimental consequences in the society as an effect of watching violence in films and that there should be better rules and regulations to control the depiction of violence in the films. They were also of the opinion that the filmmakers need to be conscious of their responsibilities towards the society and practice their profession likewise. Otherwise, what will be shown on media, people will but obviously see, which in return will effect perception and mindset, thus the societal behavior.

Content Analysis of Top Five Google Ranking Sites

IMDb (IMDb, n.d.)

The movie has been rated 6.2/10 on the IMDb website. The protagonist, played by Ranbir Kapoor, exhibits rage and hostility, emphasizing that anger is predominantly a male trait. The killings are merciless, and there are no legal consequences for these mass murders. This describes the movie as a ‘violence extravaganza’ where men are shown ‘chopping down men mercilessly’. The film echoes similar sentiments, stating that the film is all too violent and lacks depth beyond the surface-level adrenaline rush of blazing machine guns. Ranbir Kapoor’s presence adds style, but the movie remains vacuous. The film highlights the visceral violence in the film. The action sequences feature captivating spectacles, including unconventional machinery resembling a hybrid between a lawnmower and a bullet dispenser. The chaos and brutality are evident. IMDb user reviews further emphasize the film’s violence, labeling it as ‘classic Bollywood garbage’ rife with misogyny and senseless plot twists. The storyline lacks cohesion, drowning in unnecessary turns. ‘Animal’ prioritized violence, machismo and aggression, with little regard for consequences or

depth. The reviews consistently highlight the film's excessive brutality and lack of substance.

Rotten tomatoes (Rotten Tomatoes, n.d.)

Critics' Reviews indicates that the film is overlong, overly violent and thinly written which goes wildly over the top, without much benefit. The disgusting bloody violence is repetitive, contributing to the film's runtime of about unnecessary 200 minutes. Critics describe it as trashy, idiotic and lacking any redeeming qualities. The movie revolves around feuding and vengeful families, which likely contributes to the violent themes. Audience Reviews indicates that despite its flaws, the incredibly action-packed story helps the hefty runtime, 'fly by' for some viewers. It's important to note that 'Animal' is definitely not suitable for family viewing due to its intense violence. The film portrays a rage-filled protagonist who kills mercilessly without remorse. Bloodbath and decimation are rampant, yet legal consequences seem absent. The violence is predominantly perpetrated by male characters. 'Animal' proved to be a controversial Bollywood movie that has sparked discussions about its misogynistic, regressive and glorified depiction of violence. Critics have been particularly critical of its excessive use of violent elements.

Medium (Tyagi, 2023)

The reviews of the film "Animal" on this website - Medium, provides a detailed account of the violence portrayed within the narrative. The protagonist, Vijay, depicted by Ranbir Kapoor, is described as gradually transforming into an 'animal' due to his uncontrollable rage and instinctive behavior, largely fueled by his unresolved family issues. The depiction of violence in the film is highlighted as being excessive and gratuitous, with sequences primarily intended to shock the audience. The absence of legal consequences for Vijay's actions, despite engaging in mass murder, underscores the film's portrayal of a world where the ultra-rich are immune to accountability. The narrative is criticized for its lack of depth and character development, with violence serving as the primary driving force rather than a means to explore deeper themes. Also, the portrayal of misogyny is evident

throughout the film, with instances of degradation and violence against women being used for shock value. Despite its provocative content, the review suggests that 'Animal' ultimately fails to engage and maintain audience interest, instead resorting to sensationalism and shock tactics.

The hindu (Mitra, 2023)

The review of the film 'Animal' on this website shows the portrayal of violence within the narrative, contextualizing it within Sandeep Reddy Vanga's cinematic universe, which often revolves around protagonists characterized by privilege and entitlement. Ranvijay, the central character played by Ranbir Kapoor, is depicted as a wealthy individual whose deep-seated issues stem from his strained relationship with his father. The reviews note a recurring theme of toxic masculinity and aggression throughout Vanga's films, exemplified by Ranvijay's brutal actions driven by revenge and territorialism. The narrative is criticized for its glorification of violence, echoing the controversies surrounding Vanga's previous works like Arjun Reddy and 'Kabir Singh'. Ranvijay's character is portrayed as an extension of this problematic cinematic landscape, with his actions and attitudes perpetuating chauvinistic ideals. Despite attempts to explore the male psyche, the film's execution of action sequences falls short, lacking the finesse and impact seen in works by other directors like Tarantino or Karthik Subbaraj. The comparison with 'The Godfather' provides an interesting contrast. While 'The Godfather' is revered for its nuanced exploration of power dynamics and family loyalty within a patriarchal setting, 'Animal' seems to fall short in its attempt to investigate similar themes. Unlike the intricate examination of chauvinism and codes of honor in 'The Godfather', the portrayal of these themes in 'Animal' feels more superficial and ingrained in the film's overall approach to plot and character development. While 'The Godfather' is known for its controlled storytelling and character depth, 'Animal' appears to struggle with pacing issues and lacks coherence in its narrative execution. The comparison highlights the difference in quality between a classic masterpiece and a contemporary Bollywood film like 'Animal' underscoring the

latter's shortcomings in delivering a compelling and thematically rich cinematic experience.

India times (Vyavahare, 2023)

Critic's Rating on the website of India Times for the film 'Animal' is 2.5/5. The review of Animal described on the portrayal of violence within the narrative, emphasizes its pervasive presence throughout the film. The protagonist, Vijay, is depicted as an unhinged character driven by obsessive and violent tendencies, particularly in response to his father's attack. The review draws parallels to 'The Godfather', highlighting the film's attempt to emulate its themes of family loyalty and revenge but ultimately falling short in delivering the psychological tension of the classic. The review criticizes the film for its excessive bloodshed, testosterone-fueled scenes, and blatant misogyny, which is attributed to writer-director Sandeep Reddy Vanga's controversial style. Vijay's toxic masculinity and erratic behavior, including his objectification of women and disregard for their feelings, are condemned as glorification of the alpha male archetype taken to extremes. Despite the protagonist's complex persona, the review notes a lack of depth in character motivations and development, leading to a narrative that feels superficial and lacking in substance. While acknowledging Ranbir Kapoor's talent and intensity in portraying Vijay, the review ultimately finds fault in the film's reliance on his performance to carry an otherwise flawed script. The violent action sequences are praised for their intensity but are criticized for feeling disconnected from the overarching storyline.

RESULT AND DISCUSSION

It is very evident from the findings that watching violent films like 'Animal' can have several negative effects on the audience, particularly on their mental health and behaviour. Research has shown that exposure to media violence can lead to an increase in aggressive and violent behaviour, particularly among young viewers (Dunand et al., 1984, TN Lifestyle Desk, 2023). This is because individuals tend to adopt the behaviours to which they are exposed frequently, and violent movies can influence one's emotional and cognitive development, leading

to an increase in anxiety levels and a decrease in empathy (PSYCHOLOGS ENTERTAINMENT, 2023). The same has been admitted by the respondents in the discussion with participant.

The study shows that specially females are largely not in favour of portrayal of violence in films and that films such as 'Animal' should not be screened.

Male respondents indicated that they enjoyed the thrill of violence portrayed in the film 'Animal', but to an extent agreed that violence in films could have detrimental consequences.

Drawing upon the Social Learning Theory, it becomes evident that individuals, particularly young viewers, may portray the aggressive behaviour that they see on the screen, thus contributing to an increase in aggressive tendencies. This aligns with existing research indicating a correlation between media violence exposure and heightened aggression levels.

Cultivation Theory provides valuable insights into the long-term effects of media consumption, suggesting that prolonged exposure to violent content may shape individuals' perceptions of the world as more hostile and contribute to the normalization of violence and insensitivity as an acceptable behaviour.

The discussion of gender differences in attitudes towards violence in films highlights the role of Priming Theory, wherein exposure to violent stimuli primes aggressive thoughts and behaviours. As per the findings from male and female respondents this can vary across different demographics, but certainly holds chances of manifestation.

The acknowledgment by male participants of the thrill associated with violent portrayals, coupled with their recognition of potential negative consequences, underscores the complex interplay between enjoyment and awareness of the detrimental effects of media violence.

Thus the theoretical framework collectively provides a comprehensive understanding of the multifaceted influences of violent content showed in films on individuals' cognitive, emotional and behavioural responses. This emphasizes the need for critical examination and regulation of such content in media consumption practices and regulation policies in film approval and certification.



The film has broadly been heavily criticized for portraying unnecessary violence and has drawn heavy criticism mostly across all the major review websites. Overall the film 'Animal' has a poor representation and is in a bad taste. Despite the fact, CBFC cleared it for its release. This shows lack of clear policies on violence in films.

CONCLUSION

This study provides valuable insights for individuals, parents, filmmakers and the policy makers of censorship board in recognizing the individual and social implications of watching violence in films.

Watching violent films like 'Animal' can have several negative effects on the audience, including an increase in aggressive behaviour, desensitization to violence and negative impacts on mental health.

Repeated exposure to violent depiction in films can lead to, where individuals start responding normally to day-to-day violent news and incidents, which can fade the line between real-world problems and fictional violence. The desensitization can lead to less emotional activity, lack of empathy and a more aggressive way of thinking and behaviour. Surely this negative impact on an individual will as a whole reflect on the society also.

The psychological impact of watching violent films can vary depending on factors such as age, gender, experience and personality. It is essential to limit one's exposure to such content, especially for children and adolescents. The audiences should approach violent content with a critical eye and awareness of its potential impact that it can have on their attitudes, behaviour and mental health.

It is essential for filmmakers to understand the impact that their work can have on audiences and society. The CBFC should certainly consider revising their policies on portrayal of violence in films.

Recommendations

Based on the findings of this study on the effects of watching violent movies the following recommendations are stated:

Parental guidance and monitoring

Parents should actively monitor and control the media content their children are exposed to, specially

the minors, that includes movies with violent themes. Regular discussions about the content of movies can help parents guide their children's understanding of violence and its implications. Co-viewing can be helpful as parents can address certain concerns or misconceptions their children may have about violence in media.

Media literacy education

Educators should incorporate media literacy education into school curricula to help students develop critical thinking skills when consuming media content. Teaching students to analyze and evaluate media messages can empower them to make informed choices and resist negative influences, such as glorification of violence showed in films.

Violence prevention programs

Schools and community organizations should implement violence prevention programs that focus on promoting non-violent conflict resolution strategies and fostering positive attitudes towards peaceful solutions. These programs can help counter the normalization of aggression portrayed through media.

Censorship board (CBFC)

The censorship board should address the issue more seriously and responsibly to control and censor the portrayal of violence in films. The policies could be modified accordingly, since portrayal of violence in films certainly has detrimental implications on the individuals and society.

By implementing these recommendations, parents, educators and policymakers can work together to address issue of the negative effects of exposure to violence portrayed in media (films) and promoting a safer and healthier society.

Scope for further research

The study recommends further research to explore the relationship between exposure to violence portrayed in films and attitudes towards aggression in different age groups and settings in India. By expanding the scope of research on this topic and conducting longitudinal studies, more insights can be drawn for better policy making for a better

society and recommendations for stakeholders and policy makers.

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