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The Artistic Propulsion and Contemporary Youth

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Abstract: The era of globalization has brought changes not only on the economic front but also on cross national cultures. The effect of this development embraced all the ethnicities world wide .The influence and adoption of our interaction with European and Western states is easily identified in the demographic dividend of our nation in the form of Young people. The young generation of our nation has come a long way since we gained independence. The influences on the youth have not only come from external world but also from within the nation. Its impact can be found in the form of transition of their taste, lifestyle, food and cuisines, art, music, literary interest and changing modes of communication from ancient cultural interest to the modern interest. The present paper purports to trace out the elements which have propelled the interest of the contemporary Indian Youth.

Key Words: Artist, Degeneration, Propulsion, Carnatic.

India is a secular country where the people have freedom to practice any religion of their choice .So all the cultures are freely accepted and respected by the Indians. It is a land of culture with multi-diverse flavor cultivating manners, traditions living and trading patterns and most importantly values in a unique way. But the influence of western culture started in India in 19th century when the British established their colony in the country. This was the colonial effect that we are still seeking the roots of Indian culture .This could be due to multiple reasons like fascination Dreamy autonomy etc. which were however absent in Indian culture. The culture of India is disappearing in many ways and could be easily observed in youths. The lack of respect for elders, the nuclear Families ,adaptation of dressing Style ,the cynicism , negligence of Indian Festivals ,changing life style, acceptance of English language as a token of respect are few growing symptoms in an Indian Youth .

One of the weapons used to destroy our young people is what is known as culture wars. Our



young people do not understand their loss of identity, the loss of who they are and loss of self worth. Even the definition of art has been transformed in the modern times. Anything Vague is now described as modern art for the contemporary youth. Even if one is able to define the meaning of some variety of art it is acclaimed as trend setting. The presence of nudity and a growing picturisation in the name of realism is only and only internal interest of a particular group, community, religion or diaspora. It is a matter of discussion that these so called proclaimed artist are preparing the generation of young offenders. The amount of sheer intolerance, drug abuse , disrespect for the elderly, increased incidents of domestic violence, physical abuse ,rape ,human trafficking and the extreme aggression has its origin in only and only in the ways the world is being presented to them whether it be the visual media by the means of rock videos, gangster Bollywood flicks and the actors imitating the same figure in lead role affects the Youth.

The youth are propelled by the charismatic persona of their ideals in the form of so called legendary public artist. The moral conscience and the neutral and objective perspective is thrown out of the window. These ideals serve as the gods for them with some turning them as mere imitator. From the outer world and on television all this might be glittering gold to appeal but hardly aware of the harsh realities that persist behind the scenes in the making of such personalities. The image in public of such celebrities is highly reverential and nothing disgraceful or malignant can be observed from it. The same celebrity in his personal life is some person entirely different from what they are being portrayed as.

The elements responsible for the changed interest of the Indian youth comprises modern Indian singers, musicians, artist, painters, Bollywood actors ,Writers, novelists, models and fashion paparazzi, Choreographer etc. They all produce an induced impact on our generation. It is induced as these musicians , artist and literary artist are themselves significantly under the influence of western era. Most of these people have their upbringing in western countries and hence imbibe their values and cultures since an early age. But the change in their cultural values makes a difference in the basic behavior of people particularly Youth. These foreign bred young artist find a huge and overwhelming audience in our Indian people as they also somehow believe in the superior western myth.



Lets now delve in to the players in the modern cultural transition .We begin with modern day Indian writers. Some of the contemporary writers in the limelight for holding the record of bestselling novels among youth are : Chetan Bhagat , Shobha Day, Amish Tripathi, Amitabh Ghosh, Tushar Raheja, Navoneel Chakraborty, Amit Verma, Durjoy Dutta, Meenakshi Reddy, Anita Desai, Arundhati Roy, Arvind Adiga, Kiran Desai ,Salman Rushdie, Vikram Seth and Shashi Tharoor. The Literary views of these writers are diverse and they write on different themes. However, a common thread uniting all these writers is the influence the Western culture has had on them and its reflection in their work. Possibly in the name of sophistication, their art is promoted.

It would be great injustice if categorize all these writers as ones having same impact on the Indian Youth .A majority of Indian writers still give the impression of haughtiness of a European character in their novels .Only selected few present modern rural setting in the Indian background and reflect its true state. Unfortunately, the Indian youngsters seem to have fallen for such authors who portray trivial literary work as quality writing. The author who has had the largest young readers base in India in recent times is Chetan Bhagat. Some of his novels have made all time bestsellers list. However ,it portrays an incomplete picture. One thing that sell novels on every level is Sensuality. This forms the underlying theme of his novels .The young people being immature and naïve get attracted towards such unworthy writing and it reflects in the revenues of the publishing company. His novels carry any social message or inspirational stuff for the youth. Mostly teens and college goers form the majority of his readers which gradually fades away as they reach a certain level of maturity. Shobha De can be termed as a female counterpart of Chetan Bhagat .She has taken sensuality to an another different level. Her novels mostly carry the theme of metropolitan feminine character who is unapologetic and always interested in having multiple sleeping partners. These two writers thrive on the acillies heel of the young metropolitan teens who find an image of themselves in their writing. Isn't it a pity to see our young generation develop interest in such writing than paying heed to the Classics.

The other breed of people having an enormous impact on the youth are the artist like singers. It is not difficult to find people having artist as their iconic figures. Singing and music are the art forms which are the oldest way of expression of feelings. The Indian music has evolved as a distinguished



and independent identity in the world. This has never been into doubts due its classic and carnatic version. Though the new stalkings like Rock, Indi-Pop ,Sufi , Fusion have just evolved. Thus the latter forms find their listener in the young populace and hence form part of our discussion. The prominent singers in modern times that find a huge audience among youth are : YoYo Honey Singh, Mika Singh, Jazzy B, Hard Kaur , Arjit Singh, Atif Aslam, Shreya Ghoshal , Ankit Tiwari , Sunidhi Chouhan, Javed Ali, Neha Kakkar, Tony Kakkar and so on. Most of the singers are exponents of Bollywood music and patronize soothing music .Their contribution to Indian cinema and the music is undeniable. However, the same cannot be said for some others. The instances of YoYo Honey singh and Badshah can be cited as a glaring evidence of the effect and the interest of the modern metropolitan youth .The lyrics are mostly characterized by haughtiness and degeneration of females. The presence and even ad vocation and prominence of drug abuse, alcohol, disgrace of Girls for physical gratification, arrogance excessive pride can be easily seen . The videos seem to portray nudity which finds audition among the Indian youth.

Some singers like Mika Singh and Hard Kaur are famous for their unusual singing style and unorthodox music albums. Songs developed on high beats , mixing of Hindi- English lyrics and the inherent theme of models dancing in minimum clothes and choreography especially made to zoom pelvic area seems unbearable for parents to watch and listen together with their Kids.

The latest example from the same category is Neha Kakkar and Tony Kakkar whose songs are popular among youth. The songs they sings seem like as they have just added sensuality in the old versions of the songs and primarily made for the sensory to make the kids precaucious. The recent trends of talent hunt shows on television also have moulded the music interest of young people .these shows which have been inspired from similar shows being held in other western countries comes with its pros and cons. There is no denying the fact that they offer huge platform to bring out potentials in youth for budding them in to good singers and artist. They can get instant recognition and opportunities .Even the parents have become too ambitious and want their children to be an artist or singer irrespective of the child inclinations. Some might have seen instances where the mentors in the auditions of the reality show scold parents to not to promote such obscene dance actions.



Probably the most important people have direct impact on the young generation is the actors. Majority of youth find their inspiration and icons in Bollywood or Hollywood actor and actresses. The Impact of reel life on the real life for the adolescent ones is immense and offer indiscernible. Since the early childhood the visual mode of entertainment serves as the most powerful tool to captivate young minds and shape its thoughts and ideas. The big screen and its actors portray all sorts of characters and situations which one confronts in day to day life and hence it become very easy to connect such actors. Here we would analyze this effect and the role of such actors.

To begin with, it would do well to list the famous personalities that have ruled over mind of young people in our nation for a long period of time. These include: Amitabh Bachhan , Madhuri Dixit , Ajay Devagan , Akshay Kumar, Sharukh Khan, Salman Khan and Amir Khan Priyanka Chopra Anushka Sharma Kaitrina Kaif , Deepika Padukone and many others. Some of the actors are living legends and epitomize the reel life hero in real lives. Amitabh Bachhan stands out as one legend in himself. But in the contemporary times , the youth tend to be attracted to a different lot of actress and actresses: these are again who patronize almost all the prevalent ill of the current times on screen.

Sensuality and physical allurement seemed to be driving element in today's entertainment Industry. Therefore, the actors who endorse such views and play such characters on big screen tend to have a huge fan following .Consider the lover boy of Bollywood: Imran Hashmi. He came into limelight with the notorious movie murder. The character portrayed by him was a desperate lover hell-bent on satisfying his physical needs with his already married girl friend. It became a trend setter movie as it depicted intense sensual scenes and its voyeuristic appeal drew huge crowds at the theatres. Plethora of similar movies followed suit taking cue from this movie. Bollywood saw a huge influx of movies which can easily be termed as B-Grade in the coming eras taking advantage of the sensual appeal they posed. The influence on the youth can be gauged from the increased physical cravings and dissatisfaction among the people. The increasing incidents of rape have also been accounted to the depiction of vulgarity in the movies.

Another Trend setter actor is Ayushman Khurana who seems to play a role model of many . Definitely the movies allotted to him presents the real life issues like homosexuality, sperm donation , sex related problems and so on. But the movies like Badhai ho Badhai, Dream Girl , Vicky Donor,



Shubh Mangal Sawdhan, Bala seemed to presents use of slang words and the vocabulary of mediocre society. Even the female leads in the movies have played their part in adding fuel to fire as far as voyeurism in cinemas is concerned. Bikni clad actresses coming out of the swimming pools is a regular shot in every movie now a days. For the producers it may be extra oomph factor in their movies but at the cost of compromising our morals and culture. The emphasis on the story, dialogues and direction has declined and its place has been taken by a spiced up “Item number” in every bollywood movie. Even the censor board rarely do such scenes get edited or barred from the movies. The Important female actresses who top the charts as far as their sex appeal in the movies is concerned are : Sunny Leone, Mallika Sherawat, Payal Rohatgi and almost every single new actress that gets launched. They portray females as Meant to gratify materialistic needs and as objects of entertainment. Skimpy outfits, hot scenes and nudity is the only element present in their movies. It evokes the hidden physical desire in them which often culminates into a crime against women.

Music is highly influential can create negative impacts on youths. Constant exposure to negative issues such as sex drugs and violence can lead to undesirable behaviours. Most teenagers spend an average 4 to 5 hours a day listening music or watching music videos. Music lyrics are an important part of music and have become increasingly explicit over the decades .Songs make common graphic references to sex , drugs and violence unlike the past where sensitive issues were cleverly veiled. Studies show that preference for heavy metal music generated significant indicator for alienation, substance abuse, psychiatric disorders, suicide risks, sex role stereotyping or risk taking behaviours in adolescent. Forty–seven percent (47%) of mothers with children in public schools believe that violent messages in rock music contribute a great deal to crime.

Modelling industry is no different from the entertainment industry. This is a platform to showcase new designed clothings and latest fashion. Designing new decorative revealing type of clothes can do good on ramp but the same clothing if worn in normal life could serve as an incitement for sexual abuse to the sexual offenders. Young Adolescent tend to be the biggest fans of such shows and this also imitated in their dressing style too. Damage jeans can be the best example for the same.



Another current negative element is TikTok app which seems to be made for enhancing the potential of the individual but in reality youth is addicted to such apps. They are diverting their mind in uploading photo and video and stupid things over it. According to a study in India 41% of Tik Tok users are from 16 to 24 years of age. Further this app has been downloaded 467 million times which is one third of its Total downloads.

Besides the various factors listed above that contribute to shaping the thinking of young Indian minds, there are few others: Dancers, Directors, Music Directors, Theatre performers, Stand up comedians etc. like all others these also tend to have a significant impact on shaping our modern generation and hence young people. Comedy programmes like The Kapil Sharma show also having such elements where cheap ways are used for creating laughter. The disguised characters as female creates such nuisance that sometimes it only represents obscenity.

All these factors in their individual capacity leave an indelible imprint in the psyche of the modern generation of India. Earlier people used to look to their parents, freedom fighters, inspirational personalities as role models. Their place has been overtaken by these elements: Artists who come from diverse cultures, backgrounds and lines of thought.

The impact on the young generation of these contemporary artists can be felt in direct and indirect fashion. Direct impact is one which can be felt and observed easily. It refers to the influences these characters portray on the young generation directly. The indirect impact is difficult to discern but its significance is no less nonetheless. All these need to be studied in the perspective of moral and materialistic context and whether the precedents they set should be followed by the youth or not.

The evidences are conspicuous in every sphere of life of the impact these people have generated. The current era doesn't attract much significance to past beliefs and customs and deviating away from our tradition roots seems to be the fad. While there is no denying of the fact that every change brings with itself a number of positives but it must not be outweighed by the ills that come attached with it. Unfortunately, the latter is the dominant entity in case of the adoption of unreasonable imitation of the present artists and their ways of living are concerned. To conclude every generation is characterized by the youth who hold the key to its future. The good needs to be retained, the bad needs to be avoided and steps can be taken to negate the same.



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