

Promotion of Sports through Films: A Review of Some Films

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Abstract:

India is a country full of diversity. In India you get to see prosperity in economic, social, shubhangial, cultural, geographical, sports aspects. But not everything in this realm reaches the microscopic level of human society. Government implements many schemes and programs from time to time for the development of the society, but the promotion and dissemination of these schemes are often not done at the micro level. But through films, various schemes and programs are conveyed to people at a faster speed. Film is known as an effective audiovisual medium. Film helps to bring about social change in the society, hence the promotion of sports through films has been presented in this research paper.

Key Words :- Movies, gender, Sports, Propaganda, Broadcast etc.

Introduction :-

Although diversity exists in India in the 21st century, today gender inequality is strongly felt in the field of sports as in other fields due to the patriarchal system. But to remove this disparity, in fact, today film has become an important and effective medium for promoting and spreading the sport. Through many films it helps to shed light on the life story of sportswomen who have contributed to India today. It is certain that the society is aware of their struggle.

Research Methodology :

Secondary sources have been used for the present research paper. In this, the spread of the sport through films and the women athletes who have contributed to India are taken up in this research paper.

Objectives:

- 1) To study the promotion of sports through movies.
- 2) To study the careers of female athletes who have contributed through films.

Description:

Films play a unique role in making known things that are generally unknown. As a part of that, the researcher has chosen the topic of sports promotion through films for research. For this research paper the researcher is reviewing five films and some of the findings from these reviews are as follows, In 2007, the movie 'Chak De India' was released. The film is based on a women's hockey team. Women's hockey team is considered secondary when it comes to competing at the national level, women's sportsmanship is considered secondary, but the women's hockey team belied this stigma and won through the relentless practice and hard work of the women. Truly won the World Cup for India.

The movie 'Mary Kom' was released in 2014. The film revolves around the unusual story of a girl from an ordinary family who struggles with financial circumstances and wins an Olympic medal. Through this film, the pinnacle reached by such unequal individuals in the face of difficulties and problems reaches the elements of the society and certainly encourages many individuals and elements of the society.

The movie 'Dangal' was released in 2016. Indian culture is patriarchal. In many states of India, the girl child is still rejected. Challenging the patriarchal mindset and breaking the bonds of norms and traditions, the Phogat sisters have debunked the misconception that girls are simple, straightforward and fragile. Mahavir Singh Phogat introduced girls to wrestling with the aim of changing society's view of underestimating girls and empowering them to defend themselves. The Phogat sisters made the discrimination against girls secondary in developed states like Haryana. Overall, through such films, it is strongly felt that girls have started playing wrestling, which is known as a manly sport, with equal vigour.

In 2019, 'Saand Ki Aankh', a film based on rifle shooting, was released. It is the women of the Tomar family who are deprived of rights and authority in the household. Due to the patriarchal system and the position of the head of the family, women have always been given a secondary position in the household. The women of this family, which cultivates discrimination between men and women and gender discrimination, practice rifle shooting by defying all restrictions and gain fame in the society. Through such films bound women will definitely be encouraged to achieve their goals.

The movie 'Rashmi Rocket' was released in 2021. This movie is related to athletics. When a girl from a normal family does something unusual, certain elements of society come into play. The film shows that we are sometimes deprived of our sport due to many reasons like rich-poor gap, common man's limit of winning, abuse of office, false allegations, corruption in sports, financial situation. It is certain that the gender inequality in sports is exposed to the society through this kind of film.

Conclusion :-

Films have become an effective medium in today's era. Many elements of the society are encouraged for social awareness through many films. Through movies, the society has started to become aware that women can make a successful career in the world of sports as well. Films like Dangal, Meri Kom, Saand Ki Aankh, Rashmi Rocket, Chak De India have shown the success stories of many legendary female athletes of India. It is certainly a matter of praise that those who defied the constraints imposed by the society to maintain their existence in the sports world, achieved their goals and overcame the difficulties and problems of life. But a few years ago, the participation of girls in sports was very less, but nowadays it is seen that the participation of girls in sports has increased. Along with that earlier sports were considered only for high families, certain caste-religion. But today

sports are reaching a micro level especially in rural and remote areas and new players are emerging from it. Obviously, they have an important role in making the country famous. That is why such effective films are sure to inspire many sportswomen in the country in the future.

References:-

Famous movies have been included for this research paper.

1. Chak De India - 2007
2. Mary Kom – 2014
3. Dangal - 2016
4. Sand Ki Aankh - 2019
5. Rashmi Rocket – 2021