



MSS Dissertation on
A Study on Film and Media students' perception towards
Bangladeshi Cinema

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Letter of Approval

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Sub: Application for thesis report submission approval.

Dear Sir,

I have conducted a thesis entitled 'A Study on Film and Media students' perception towards Bangladeshi Cinema' as a course requirement in my post-graduation.

I have tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

I believe that this thesis has enriched both my knowledge and experience. I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my thesis. Your kind approval is solicited.

Sincerely yours,



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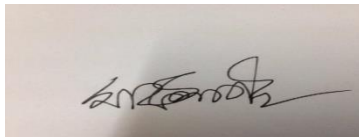
Certificate of Approval



This is to certify that Rezwana Sarker (ID: 181-28-264) has done her Master's thesis entitled **A Study on Film and Media students' perception towards Bangladeshi Cinema** under my supervision and guidance.

This study has been undertaken as a part of requirement of Master of Social Science (MSS) Degree in the Department of Journalism and Mass Communication (JMC).

The thesis is expected to contribute in the field of Journalism, Mass Communication and Media Studies.



.....

Supervisor

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Acknowledgement

'Thesis' is an academic process which helps the students to relate their theoretical knowledge to research fields. As a Masters student of Journalism and Mass Communication, I think myself fortunate enough to undergo the process of fulfilling the requirements of my course curriculum as per the provision of the Daffodil International University.

I would like to thank Mr. Dr. Md. Towfique E Elahi, Assistant Professor, Department of Journalism and Mass Communication for his kind guidance as the supervisor of my thesis. Without his kind assistance it could not be possible for me to complete the thesis report. I am thankful to every member of Department of Journalism and Mass Communication of Daffodil International University for their co-operation to make the research seeing the daylight.

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I am especially thankful to my family who never gave up on me. I am very grateful to everyone who has made an input on this thesis and supported me through all the ups and downs - sharing their thoughts and knowledge.

Declaration of Authorship

I certify that the work presented here is to the best of my knowledge and belief, original and the result of my own investigation, except as acknowledged, and has not been submitted, either in part or whole, for a degree at this or any other university.

Sincerely,



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Abstract

Cinema has a way of integrating itself in the culture of a society in a way that perhaps all other form of art fail to do so. The lifeblood of a society is expressed in raw delight through cinema. Bangladesh, similarly, has captured the common people's attention for decades with its cinema. But the perception of the industry, of Bangla Cinema to be precise, is different across different groups of people. While talking to people about Bangladeshi cinema, many have seen to have negative opinion about it. Specially the students of film/media who will take the legacy henceforth. To get a solution for the current state of Bangla movies and the overall film industry, there is no better method than getting insights from the film and media students who have an active participation in this sector henceforward. Using mixed methods research, this study intends to gather a better understanding of what the students enrolled in Film/Media Studies themselves think of Bangla Cinema and what are the explanation behind their opinion.

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Chapter 01

Introduction

Film is a means of socialization i.e. the process and experience that help the individual to become sensitive to the expectation of other members of the society, their values and culture. Cinema is an important tool in building cultural institutions, and reinforcing cultural pride. The cinema could be used to heal the psychological wounds created by slavery and colonialism and to provide moral uplift. Cinema is like photography; it is not an accident but a concept. That is, cinema is a manipulation of the viewer through its language of images; it is the recycling of reality through the way it is presented. Cinema is a means of information, education and cultural development of the masses. It is a means of communication and comprehension. (Md. Moulude Hossain, 2013)

In Bangladesh, the journey of Bangla Cinema started from the 1950's with the first talking movie named "*Mukh o Mukhosh*", The black and white arena that dated from the 1950's to the 1980's was the golden era of the Bangla cinema industry as a lot of quality Bangla cinema were produced at that time creating a specific "classy" audience. People from all spheres of life were eager about these Bangla films and the passion they had for these films were to such an extent that they did not hesitate in spending their hard-earned pocket monies to have a look at the Bangla films at that time in the theatres. But unfortunately, after the entrance of the Bangla cinema industry in the late 1990's brought a downfall to the ever-shining Bangla cinema industry. Thus, Bangla cinema became left out by majority of the audiences. But after all these ups and downs, Bangla cinema industry has survived and is still thriving to reach at least a standard in line with its glorious history. Bangladeshi film industry which is now being called "Dhallywood" is an area of full of hopes and possibilities. This industry has witnessed many talented directors in the recent past as well as new talented artists. Now apart from commercial films, some alternative films are being made. People are now more open towards watching a Bangla cinema than how it used to be 10 years ago.

Not only that, people are also accepting the qualities of few recent films. (Shabbir, 2011). But how 'the students of film/media, who can contribute to the industry is thinking about the quality and how they are accepting Bangla cinema' is still a question mark. While studying Media Studies and Journalism, the researcher has observed that Bangla cinemas have got both positive and negative opinion among the students of Film/Media.

This paper is based on the perception of film/media students towards Bangladeshi cinema. The researcher wants to gain knowledge about the preference and perception of the students from film/media background. In competitive global market, film has become one of the most influential communication media. Any country needs to protect its film industry so that it can safeguard its national interest and culture against any cultural aggression. Local films made with a special consideration to the likes and dislikes of the young people. It will not only increase the popularity of local cinema; it will also strengthen the cultural base of the country. So, in a sector like film industry opinions and demands of the young audiences must be taken into proper consideration. As today's film/media students are tomorrow's helmsmen, hence the perspectives and understandings of these young minds be studied properly.

There has not been any study to determine the perception of film/media students towards Bangladeshi cinema or if they want to contribute their knowledge for the betterment of this industry or they actually perceive the film industry to have potential. This study will look into the answer of these question through the collection of proper data. Through this study the researcher will try to gather a clear understanding of what the students enrolled in Film/Media Studies themselves think of Bangladeshi Cinema and what are the explanation behind their opinion and whether they are willing to contribute to the film industry of Bangladesh or not.

1.1 Significance of the study

As the study is a documentation of film/media student's perception towards Bangladeshi cinema, it can contribute in studying the audience. Moreover, this study will help to develop the production of Bangladeshi cinema according to audience demand. Hopefully the findings will help the film industry to understand their lacking to work on it. Also, students studying film/media can be benefited from the findings and determine what they need to do for the betterment of Bangladeshi Film industry in future.

1.2 Aims and Objectives

The primary objective of the study is to identifying the reasons responsible for the present situation of our film industry. The objectives of this study that researcher have designed are to-

- Gain a better understanding about the film/media students' perceptions about Bangladeshi cinema.
- Determine the satisfaction level of film/media students towards Bengali movies.
- Find out the gaps between their needs and what they are actually getting.
- Determine whether the students of film and media look for any opportunity to find a career in the film industry of Bangladesh.

1.3 Research Question

So, the questions to find answer for this survey is-

1. What is the perception of Film/Media students' towards Bangladeshi Cinema?
2. How and to what extent do they plan to contribute in Bangladeshi film industry after getting their institutional knowledge and skill?

Chapter 02

Literature Review

History of Film

Since the beginning of the human existence, man has been searching for different ways for recreation. He has been looking for something that gives a little break from his exhausting schedule of day to day life. Film has come forward as a great way of recreation since around a century. It has been one of the most loved pastimes since its inception. Generally, film can be defined as a visual form of story-telling with music, screenplay, cast and script. From emotional drama to comedy, romance to action, movies exhibit several reflections of human life. Merely being a form of entertainment, film have transformed to a form of art. And like any other art, film also represent society in some way. According to **Dudley Andrew-**

“Film has the power to create our culture as well as reflect society as it already is. (Andrew, 1985)

Being an art form, film is a controlled work with meaning, which seeks to comment upon what it means to be alive in the world. Filmmakers take issues of society and life and manipulate them into stories and characters and make some kind of comment on society. Film is a footprint in the sand of communication since after its invention. As a form of communication, film has become a powerful tool since the day it was introduced to the world. Cinematographic derived from the Greek word meaning movement and writing was invented by the *Lumiere Brothers*. The commercial, public screening of ten of *Lumiere Brothers'* short films in Paris on 28 December 1895 can be regarded as the breakthrough of projected cinematographic motion pictures. Soon film production companies and studios were established all over the world. By 1914, several national film industries were established. Films became longer, and storytelling, or narrative, became the dominant form. In 1929, “*The Lights of Newyork*” the first talking film was screened. Cinema came to India in 1986, when the film “*Pundalik*” directed by *R.G.Torney* and

N.C.Chitra was released in 18th may. The film industry has grown rapidly for the past years and has brought about a lot of changes in the society. (Essays, UK, 2018)

Films in Bangladesh

Almost every country all over world has its own film based on their culture, people, society, environment and etc. Therefore, Bangladesh produces 'Bangla Cinema' which mirror our society. Bangladeshi cinema dominants the melodramatic style, and characterizes most films to this day. Cinema was introduced in Bangladesh in 1898 by Bradford Bioscope Company. Later in the period of 1913-14, the first cinema theatre, *Picture House*, started functioning. After that cinema halls were gradually being built and the number of cinema halls reached 80 by 1947.

The first ever cinema made in Bangladesh was '*Mukh o Mukhosh*', which was also the first talkie of the Bangla cinema industry, debuted on August 03, 1956. This cinema has a glorious past that still echoes today. This cinema was the start of the journey of Bangla cinema industry in Bangladesh. Not only that, this film inspired many other to produce Bangla films later onwards.

After the partition of the Indian subcontinent by the British colonial rulers, West Pakistan government established the East Pakistan Film Development Corporation (EPFDC) in 1957, a year after the release of '*Mukh o Mukhosh*' to help the Bangla cinema flourish forever. Later on, EPFDC was renamed as Bangladesh Film Development Corporation (BDFDC) after it became independent from West Pakistan in 1971. Still now, BDFDC exists as the focal point of the commercial Bangla cinema industry. But the film industry of Bangladesh which is now being called 'Dhallywood' has failed miserably to uphold the quality standards of the industry that prevailed in the start.

We get to see so many good films from various directors. It is said that the 1960s, 1970s, 1980s and the first half of the 1990s were the golden years for Bangladeshi cinema as the industry produced many successful cinemas. We had and have directors such as Zahir Raihan, Alamgir Kabir, Khan Ataur Rahman,

Chashi Nazrul Islam, Abdullah al Mamun, Tareque Masud, Morshedul Islam, Humayun Ahmed, and others who have made significant contributions to Bangladeshi mainstream cinema, art films and won global acclaim. During the 2000s, Bangladesh film industry has started suffering its own economic woes as audiences turn to home entertainment, satellite feeds and international movies. This decrease in local support for the Dhallywood films is said to be due to tasteless movies that are of vulgar content and are filled with excessive violence. The fight against these movies has led to strikes in the past to show their disapproval of the so-called “celluloid smut”. Actors and actresses are also demanding that humiliating and unacceptable scenes in the movies should be cut, and many refuses to act in these films, causing heated debates and fights between directors and the Bangladeshi stars. Although the battle against questionable production movie makers is ongoing, there have been a few movies that have caught the eye of the international film industry and received nominations. A notable film was released in the year 2010 named ‘*Jagoo*’. It is the first sports-based film in Bangla Cinema. Since 2012, Bangladesh has developed several big production and distribution companies, such as Monsoon Films, Jaaz Multimedia and Tiger Media Limited. Initiative, taken by those Production houses with large budget involving leading actors/stars of the country, likes of Shakib Khan, Arefin Shuvo, and others, the movies have done better business and made glamorous appearance.

In recent times, film movement has gained momentum in Bangladesh. Young filmmakers are experimenting with new technologies and genres of film making. They are making news globally and nationally. Young filmmakers are eager to prove that filmmaking in Bangladesh need not be limited to budget, sets and stars, are defying conventions to create something original. These filmmakers don't let financial constraints and market demands hold them back; their goal is to make creative and aesthetically rich films, and they know the way to go to achieve this goal.

Film/Media Studies as an Academic Discipline

Film not only reflects a culture or society it also creates opportunities for the youth who have a dream of film making. Film was considered as a form of art and a medium of entertainment but now it considered as an academic discipline as well.

“Film studies as an academic discipline emerged in the twentieth century, decades after the invention of motion pictures. Not to be confused with the technical aspects of film production, film studies exists only with the creation of film theory—which approaches film critically as an art—and the writing of film historiography.” (Wikipedia, 2019)

“Established in 1919 the Moscow Film School was the first school in the world to focus on film. In the United States the USC School of Cinematic Arts, established in 1929, was the first cinematic based school, which was created in agreement with the Academy of Motion Picture Arts and Sciences. They were also the first to offer a major in film in 1932 but without the distinctions that are assumed in film studies.” (Wikipedia, 2019)

Today film studies exist worldwide as a discipline with specific schools dedicated to it. The aspects of film studies have grown to encompass numerous methods for teaching history, culture and society. Film Studies can introduce students to a variety of critical approaches which can then be applied to any cultural form, and to culture itself.

It is not clear, actually when the film studies draw attention in Bangladesh. But after independence, various film societies were created and workshops were organized to spread the knowledge of film among the youth. These film societies were formed with people such as Alamgir Kabir, Tarque Masud, Akhtaruzzaman and others. In 1978, Bangladesh Film Archive was established and named Bangladesh Film Institute and Archive. In 1984, the Institute was merged with the National Mass Communications Institute to form Bangladesh Film Archive with the status of an independent institution. (Film Archive,

2019) The Archive organizes exhibitions, discussion meetings, seminars and courses on film reviewing. The first film appreciation course was conducted in August 1981. During that time, Alamgir Kabir was the coordinator of the Film Appreciation Courses organized by the Film Institute.

Later on, in 1991, Film Society Movement in Dhaka University reformed with the name 'Dhaka University Film Society'. The Movement first started its journey in 1962 where Mahbub Jamil and Moham-mad Selim were among the chief organizers at that time who led the movement strongly for several years. As a part of its mission, Dhaka University Film Society (DUFS) has successfully organized many film-oriented programs such as – film festivals, appreciation courses, study-circles, seminars, workshops, rallies, retrospectives and so on. World Film Manifestation Program (WFMP) is one of its successful programs with over 400 movie screenings. (Mahmud, 2007)

Now many universities are including film and media studies in their curriculum structure.

As it has been said earlier in this thesis that students of film/media will take the legacy of Bangladeshi cinema hence forward, it is important for them to understand the detail of film and film industry of Bangladesh. The researcher came up with this thesis topic to get a clear understanding of what the students enrolled in Film/Media Studies themselves think of Bangladeshi Cinema and what are the explanation behind their opinion and whether they are willing to contribute to the film industry of Bangladesh or not.

Literature Review

Research on films from its very beginning included audience studies. People started doing research on audience since as early as 1890s; that is almost along with the birth of cinema itself. (Gripsurd, 1998)

There have been quite a few studies cinema and its audience. Many surveys conducted by school authorities, teachers, and social activists at that time. All started with the assumption that film was playing a negative role in the society. Though no research could show a direct relation between films and crime, all of them concluded that films were very influential to the young mind.

In the recent times, researcher have found “*Media at the Movies: Analyzing the Movie-Viewing Audience*” is a Master’s thesis done by *Sean Maxfield* at *University of Florida*, in December 2003. The research attempted to determine ‘why people go to the movies to see the film they see.’ Another research on “*Media Effects and Effectors*” is a thesis paper done at *Liberty University* in the spring 2010 semester by *Danielle Bringham*. The researcher here tried to see what the future media professionals at Liberty University think about media effects. “*An analysis of Audience Reception: the Perspectives of Audiences of the Voice of Addis Chamber*” is a qualitative master’s thesis done at *Addis Ababa University* by *Eyasu Negash Alemie* in July 2008. There have been various researches conducted worldwide on film/media and its audience but Number of film/media and its audience research or survey studies in Bangladesh is very small.

In the book ‘*Bangladesher Choloচিত্রশিল্প: Songkote Jonoshongoshkriti*’ (2008) by Giti Ara Nasrin and Fahmidul Haq, the chapter-6 represented two surveys on Bangladeshi cinema hall audience. The survey though shares some similar questions with this thesis, (for example ‘what should be done to improve Bangladeshi cinema?’). Another similar topic found from *Shegufta Yasmin’s* article, “*Contemporary Bangladeshi Commercial Cinema: A Perspective from Young Generation of Bangladesh*” is a quantitative survey of the opinion of young people regarding Bangladeshi films. Another quantitative research on young Bangladeshi Audience was done by *Imran Ferdous* in 2009. It was titled as ‘*Notun*

Cinema: Tarunner Bhabana' (New Cinema: Thoughts of the Young People). The finding of this research says that educated youth of Bangladesh watch a lot of cinema. They watch cinemas mostly from popular industries like Hollywood, Bollywood etc.

All these researches are done on the impact of cinema on society or on the hall audience of cinema. But talking about the students who are studying the Film/media who are expected to be the helmsmen of future have not been studied. Their perception about Bangla cinema, what are their opinion etc. So, through this research, I would like fill in those gaps. As well as find answers for the question whether the students enrolled in Film/Media Studies willing to build their career in the film industry of Bangladesh.

Chapter 03

Methodology

This study is based on mixed methods research to get a clear understanding of students' perception towards Bangladeshi cinema. Using more than one method in a research is called mixed methods research.

“Mixed methods research is a methodology for conducting research that involves collecting, analysing and integrating quantitative (e.g., experiments, surveys) and qualitative (e.g., focus groups, interviews) research. This approach to research is used when this integration provides a better understanding of the research problem than either of each alone.” (Mixed methods research, 2019)

Research based on mixed methods research is more in-depth as it includes both qualitative and quantitative approach. Often, using them together is the perfect means for solving more robust research objectives. And the main benefit is the ability to gain more insights and confidence into your findings. As this study is on student's perception, thus mixed methods research is used to get the insight idea about the subject.

3.1 Quantitative research

Quantitative methods emphasize on the objective measurement. It gathers data in a numerical form which can be put into categories, or in rank order, or measured in units of measurement. This type of data can be used to create graphs and tables. It is a structured way of collecting and analyzing data obtained from different sources.

“Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across

groups of people or to explain a particular phenomenon.” (Organizing Your Social Sciences Research Paper: Quantitative Method, 2010)

There various techniques of collecting data for quantitative research. Surveys and questionnaires are the most common technique for collecting quantitative data.

i. Surveys Research Technique:

Survey research is most common and useful technique of quantitative research method. For this research I have conducted a survey where a set of 16 questions were given to the students of film/media to find out their perception and opinion.

“Survey research is a quantitative method whereby a researcher poses some set of predetermined questions to an entire group, or sample, of individuals.” (Principles of Sociological Inquiry: Qualitative and Quantitative Methods, 2019)

3.2 Qualitative research

Qualitative research offers a certain kind of data that helps to better understand the ways in which participants think about a problem or issues.

“Qualitative research is empirical research where the data are not in the form of numbers. (Punch, 1998, p. 4)”

Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research.

“...qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them.” (Lincoln, 1994, p. 2)

Qualitative research methods are designed in a manner that they help reveal the behavior and perception of a target audience with reference to a particular topic. There are different types of qualitative research

methods like an in-depth interview, focus groups, ethnographic research, content analysis, case study research that are usually used. For this research, I have taken an in-depth interview of film/media students to collect required data.

i. In-depth Interview:

An in-depth interview is a quality-based research approach which is used to interview people intensively where the number of responders is few and the research is concentrated mainly upon a single topic, idea or program. This interview can be performed face-to-face or on phone and usually can last between half an hour to two hours or even more. When the in-depth interview is conducted face to face it gives a better opportunity to read the body language of the respondents and match the responses.

“In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation.” (Boyce, 2006)

It is a good way of gathering qualitative data or information. One of the advantages of this method provides a great opportunity to gather precise data about what people believe and what their motivations are. For this research I have conducted 5 in-depth interviews of students and professionals from the field of film/media.

3.3 Population and Sampling

The population of this study are the University students from film/media who are still studying or have been graduated. To reach the sample of the population the probability sampling method 'Random Sampling' was applied. In research terms a sample is a group of people, objects, or items that are taken from a larger population for measurement. Random Sampling Method describe the subset of a population in which each member of the subset has an equal probability of being chosen. The study was carried out in Dhaka city, Bangladesh.

3.4 Limitations

While there are scopes in this study, I have come up with some limitations as well. I have conducted my research on 3 institutions, which includes both private and government, but not all the universities are taken into consideration. So, many of the people's perception about Bangladeshi cinema will be missing. This study includes only the students of film/media from different University. On the other hand, only few numbers of respondents participated in this survey. So, it lacks of deep and complete scenario of student's perception. For completing the survey in a tight time schedule and easy access the questionnaire followed mainly structured form which might have restricted the participant to express their views with explanation. Therefor all these limitations made the collection on accurate data very challenging.

Chapter 04

Data Analysis

4.1 Data Collection

This study is based on exploratory research. The data for this research is collected from the respond of the students of film and media via a set of questions prepared to understand their perception on this subject area. Interviews are also conducted with film and media students and professionals for further elaboration and insight into the subject matter. A total of 32 respondents are interviewed through a structured questionnaire. where 15 are the students of Dhaka University- Television, Film and Photography Department, 13 students of Stamford University Bangladesh-Film and Media Department and 4 students are from Bangladesh Cinema and Television Institute.

Name of the Institute	Department/Discipline	Number of Students
University of Dhaka	Television, Film and Photography Department	15
Stamford University Bangladesh	Film and Media Department	13
Bangladesh Cinema and Television Institute.	Film making/ Direction	4

Chapter 03, Table-01: Table of students involved in the survey

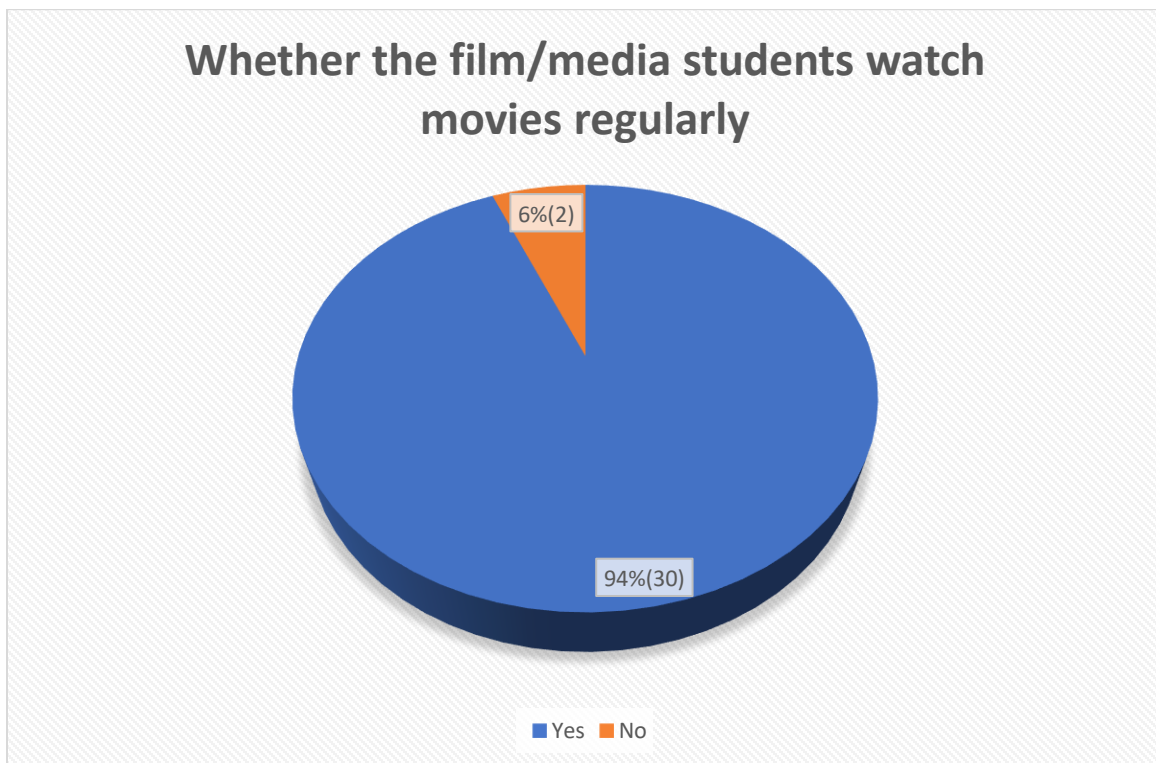
4.2 Analysis of Data

The collected information from the questionnaire survey is presented below. The responds provide the number of students who watch Bangladeshi movies and the reasons of others for which they aren't interested in Bangladeshi movies. The responds also provide student's opinion regarding Bangladeshi movies. Factors which are given privilege for choosing a Bangladeshi movie to watch and their expectation from Bangladeshi movies are also included.

The responds are given below:

Whether the film/media students watch movies regularly:

The respondents were asked whether they watch movies regularly or not. In response to this question 30 students says they watch movies regularly whereas only 02 student says they hardly watch movies.

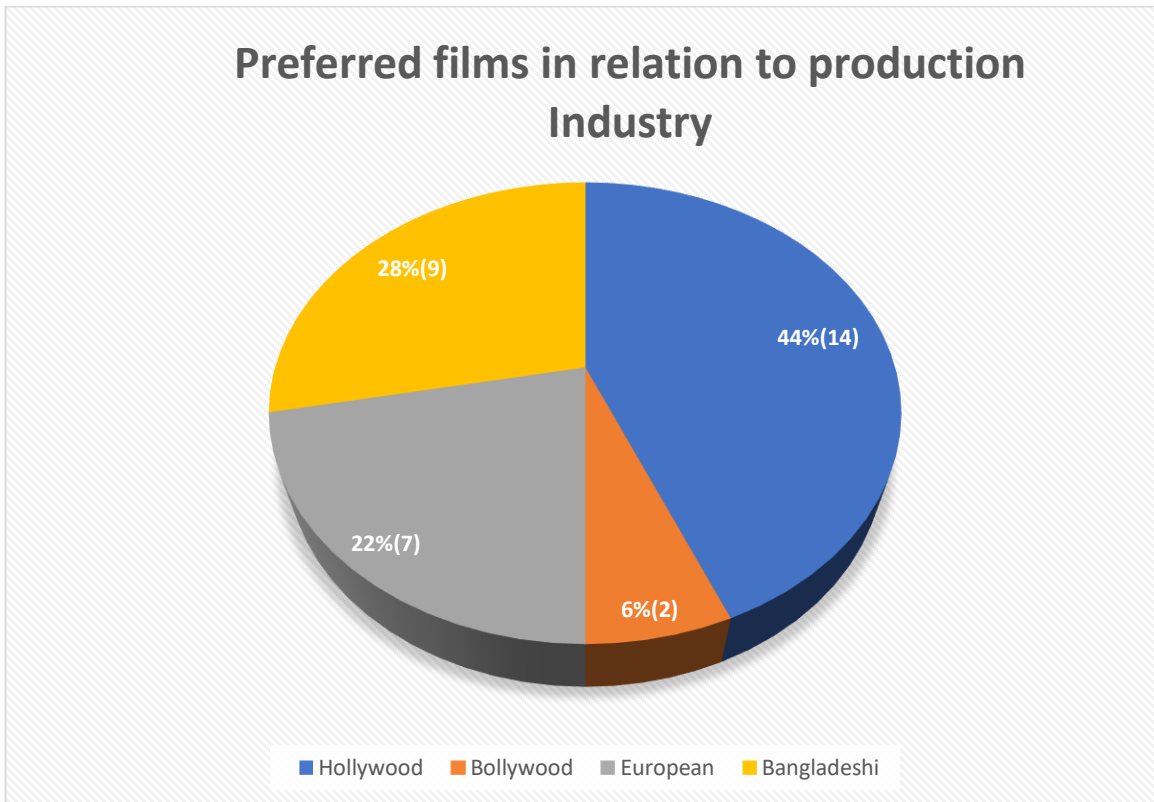


Chapter 03, Figure 1 (Q:1) Whether the film/media students watch movies regularly

The chart shows that 94% watches film regularly and 6% respondents hardly watch films.

Students' preference of films relation to production industries:

The respondents were asked movies of which production industry they watch the most. In response to this question 44% students prefer to watch Hollywood movies whereas 22% students watch European movies, 6% students watch Bollywood movies and 28% student watches Bangladeshi cinema.

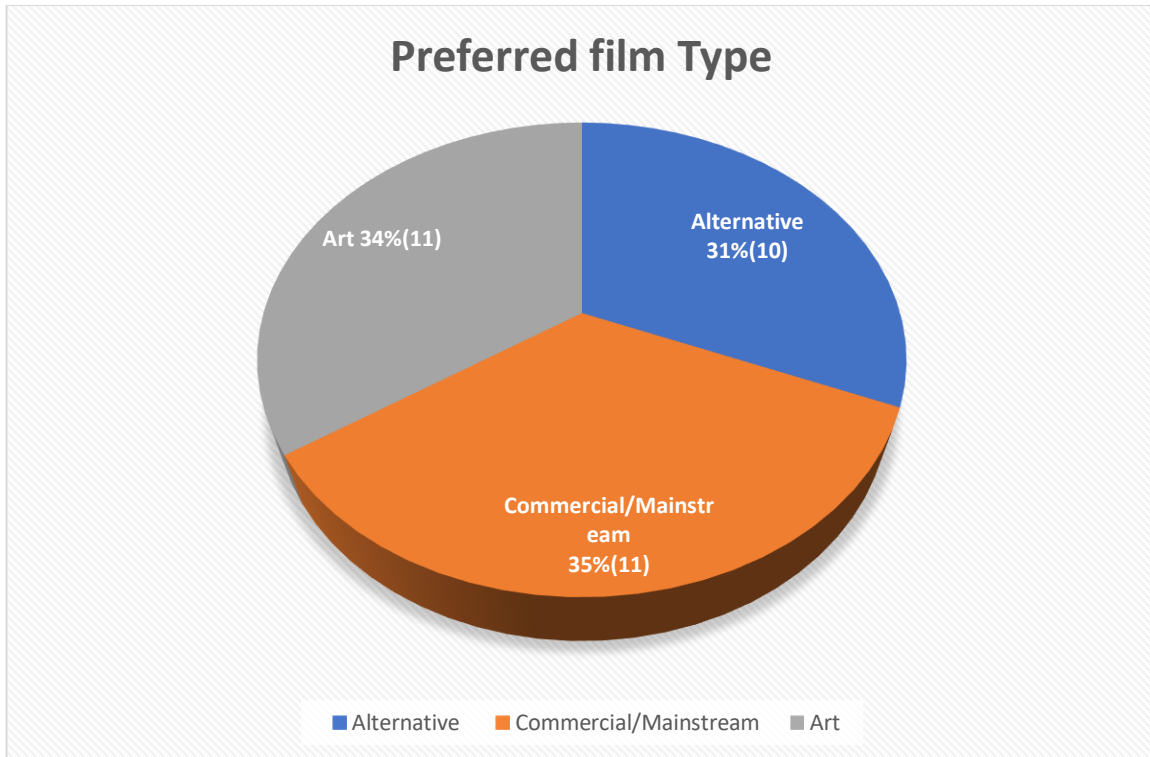


Chapter 03, Figure 3(Q:2) Preferred films in relation to production Industry

So, the chart shows that the majority of students watch Hollywood movies among movies of other production industries.

Type of movies students like to watch:

To understand student's perception deeply, it is important to know their choice of movies. Students were asked what type of movie they watch the most. In response to this question 34% students watch Art film whereas 31% students watch Alternative movies and 35% student watch Commercial/Mainstream movies.

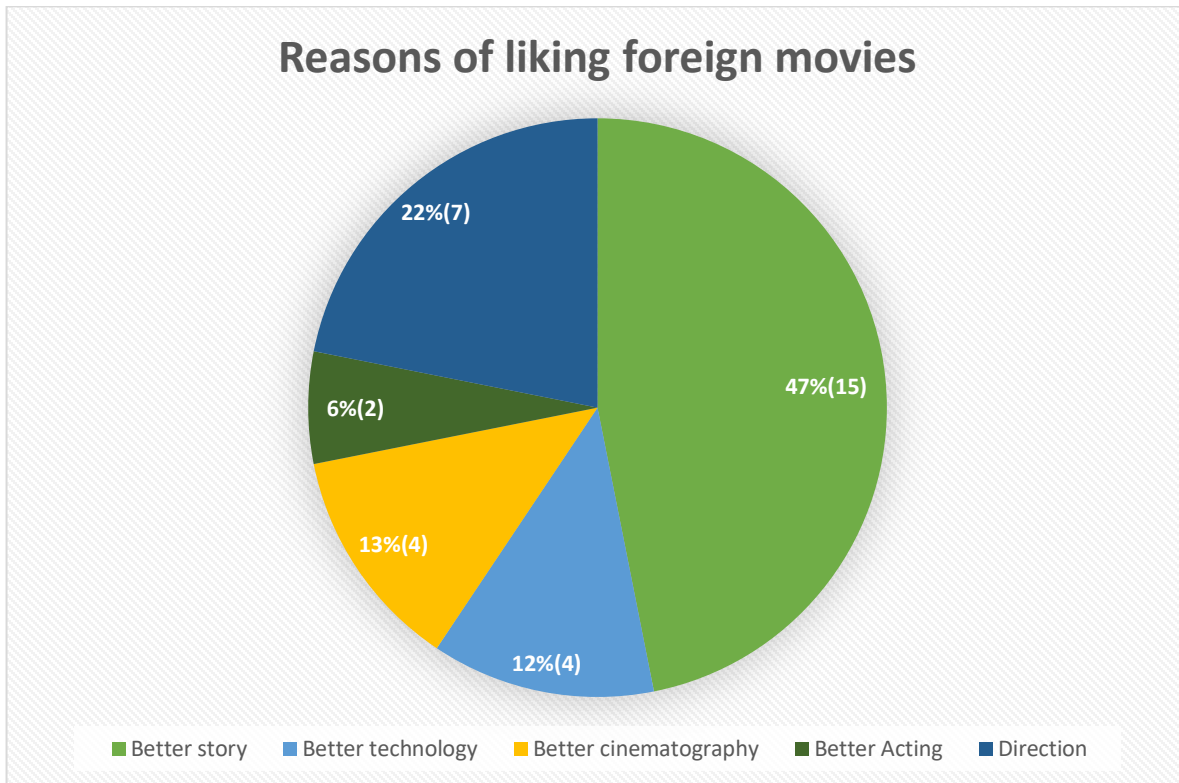


Chapter 03, Figure 4(Q:3) Types of movies students watch the most

The chart shows that the majority of the students are interested in Art film than commercial or alternative films.

Reasons of preferring foreign movies:

When the students were asked about the reason why they like films of other country, 47% student says better story, 12% student says better technology, 13% student says better cinematography, 6% student says better acting and 22% student says direction.

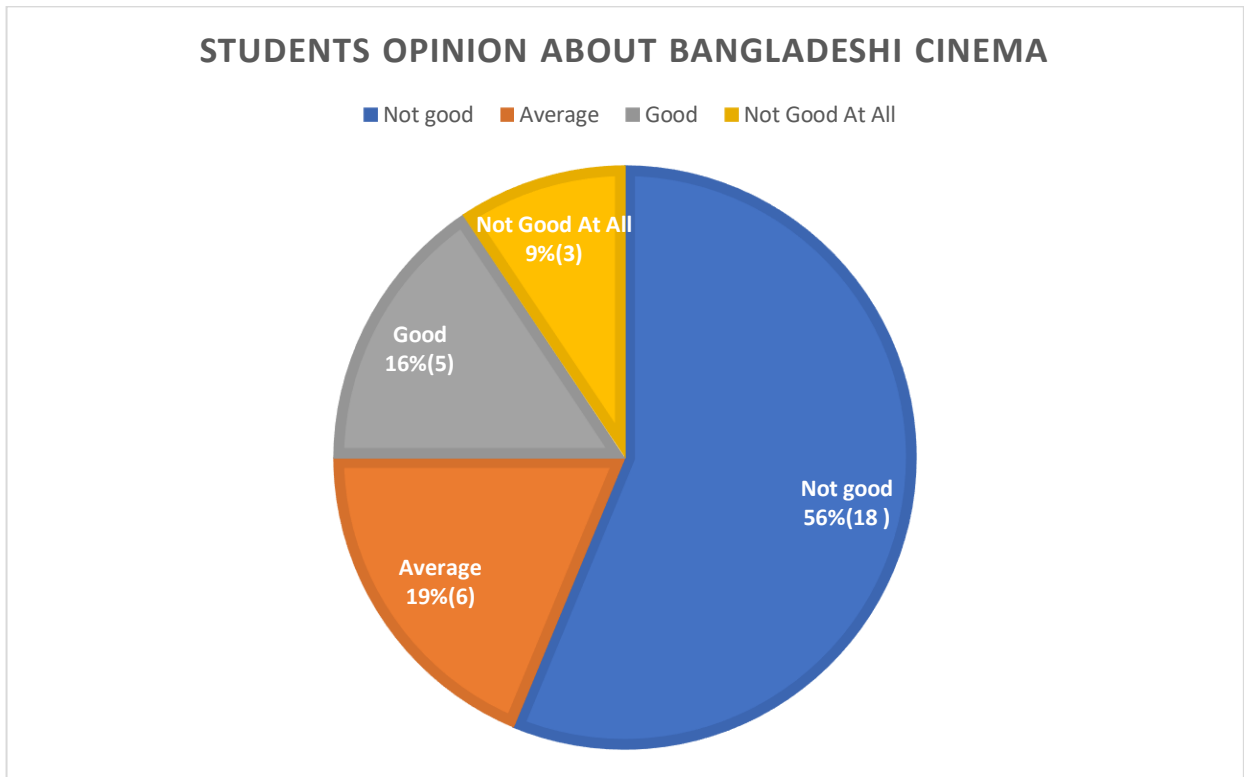


Chapter 03, Figure 5(Q:4) Reasons of liking foreign movies

The chart suggests that the majority of the student's priorities better story while watching movies.

Students' opinion about Bangladeshi cinema:

Students were asked what they feel about Bangladeshi cinema, in responds to this question 18 (56%) students responded 'not good' whereas 6(19%) students responded average, 5(16%) student said good and 3(9%) said not good at all.

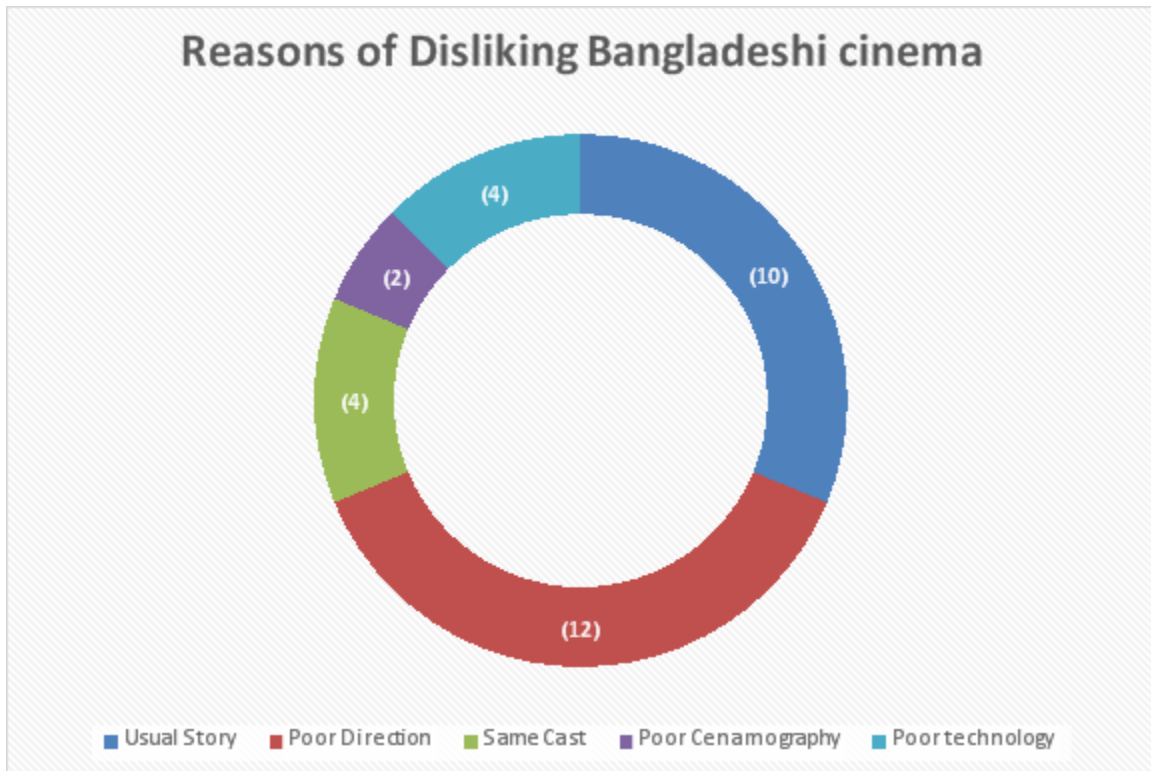


Chapter 03, Figure 6 (Q:5) Students opinion about Bangladeshi cinema

The chart suggests that majority of the students which is 56% says Bangladeshi cinema is not good compared to other foreign movies.

Reasons of Disliking Bangladeshi cinema:

Students were asked why they don't like Bangladeshi cinema. 37% students say poor direction, 13% students say same cast, 31% student says usual story, 6% students say poor cinematography and 13% student says poor technology are the reason they don't like Bangladeshi cinema.



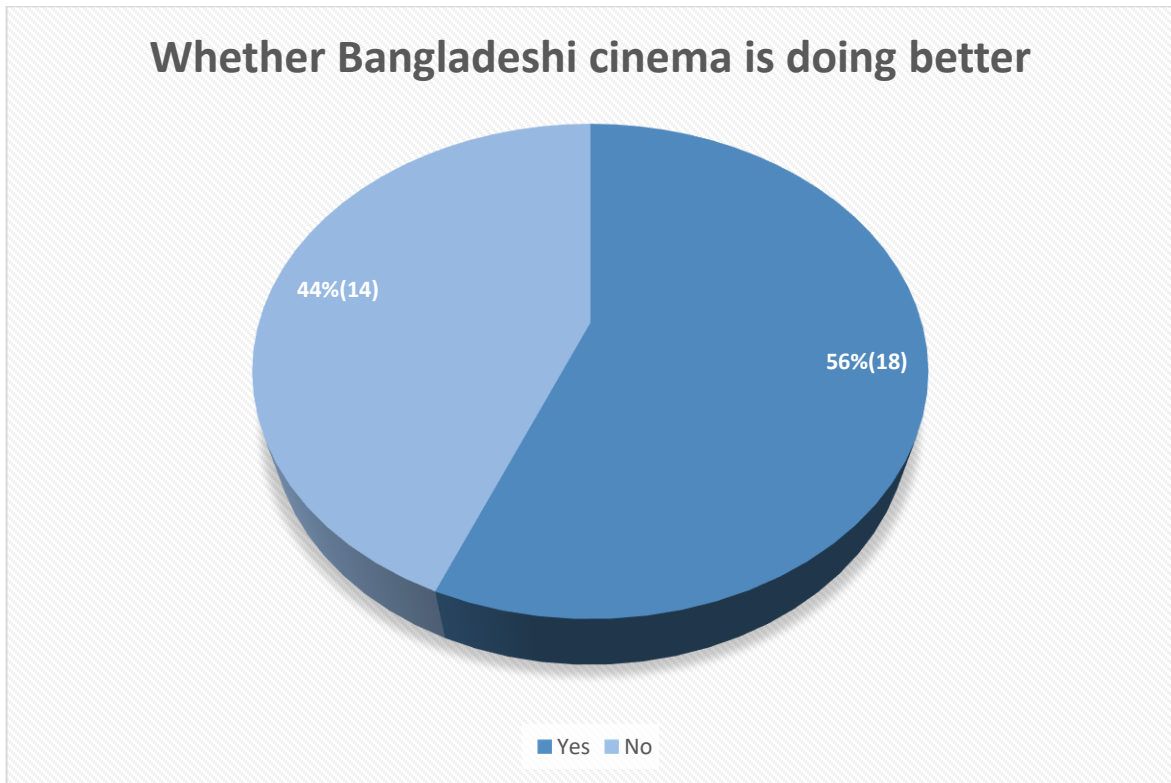
Chapter 03, Figure 7 (Q:6) Reasons of disliking Bangladeshi cinema

The chart shows that, majority of the students says poor direction is the reason for their disliking of Bangladeshi cinema.

Whether Bangladeshi cinema is doing better:

Students were asked whether they agree Bangladeshi cinema is improving than before.

In responds to the question 56% students says Yes, Bangladeshi cinema is doing better than before whereas 44% students say No, it's not doing any good.

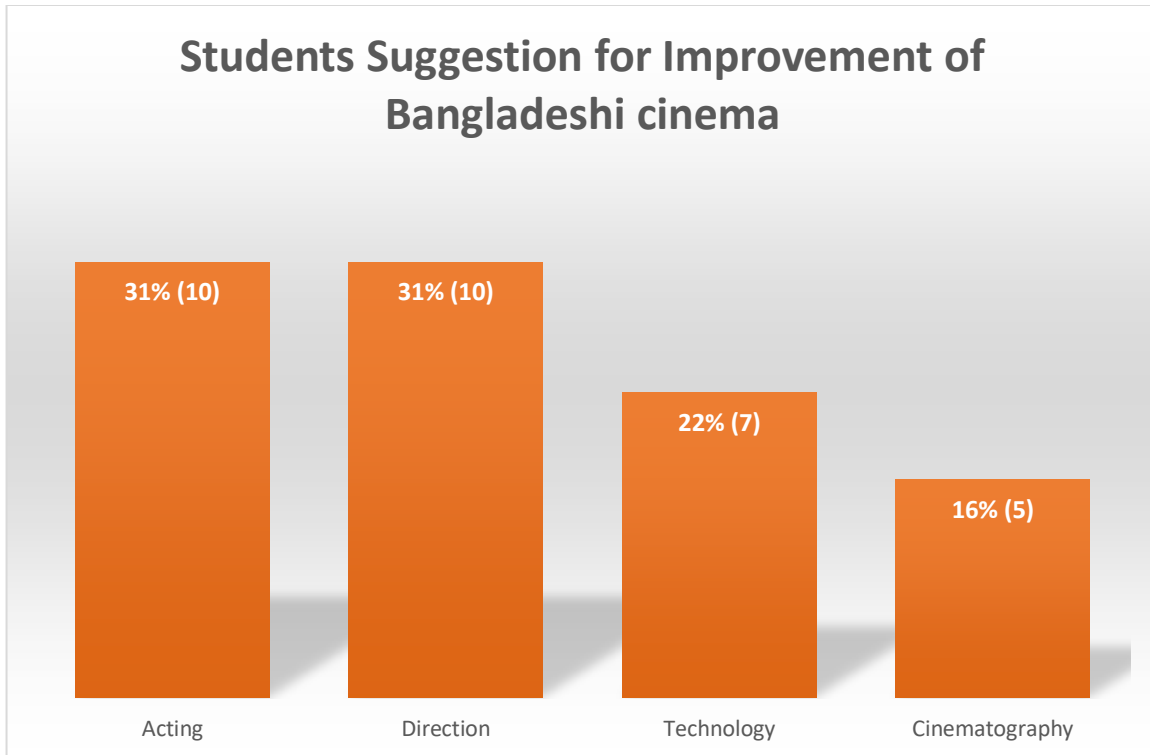


Chapter 03, Figure 8 (Q:7) Whether Bangladeshi cinema is doing better

The chart suggests that majority of the students agree that Bangladeshi cinema is doing better than before. But still it has a long way to go.

Students Suggestion on Improvement

Students were asked which aspects of Bangladeshi cinema should be improved. In response to this question, the students indicate multiple aspects of Bangladeshi films that should be developed. 31% respondents argue for developing acting while another 31% argues for improving film direction quality. Technology has been accounted for 22% and 16% students recommended for improving cinematography.

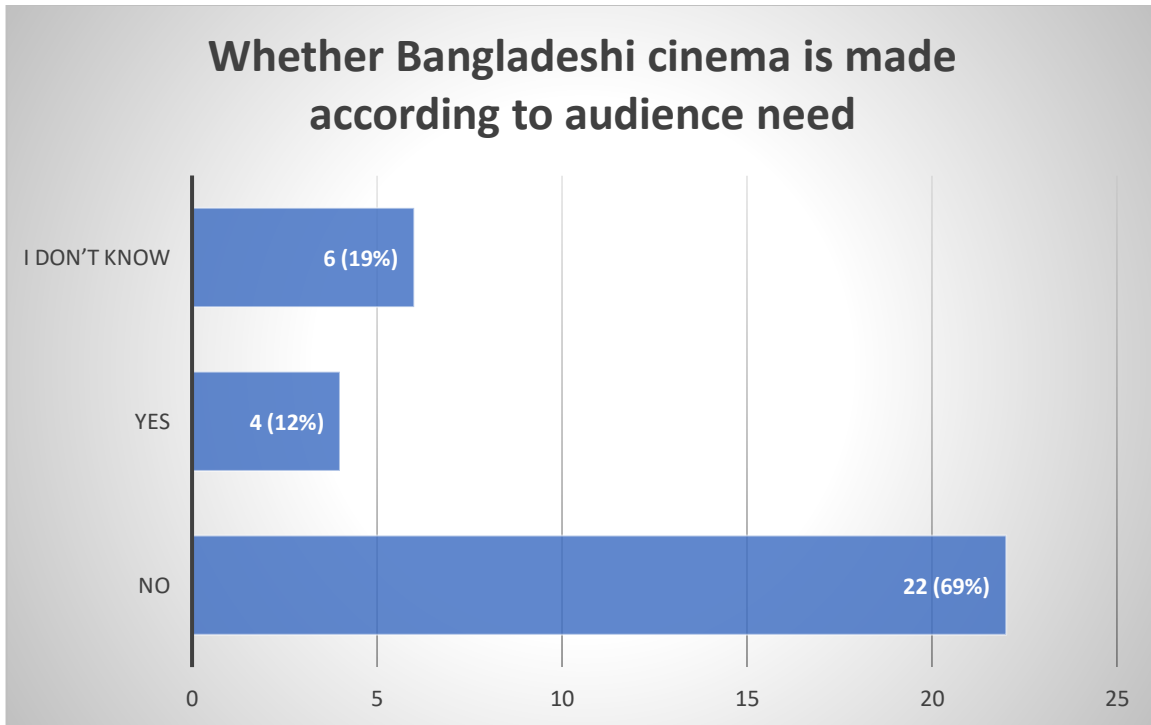


Chapter 03, Figure 9 (Q:8) Students Suggestion for Improvement of Bangladeshi cinema

The chart suggests that majority of the student thinks both acting and direction of Bangladeshi cinema needs to be improved to do better business in the industry.

Whether Bangladeshi cinema is made according to audience choice/demand:

Students were asked whether they think Bangladeshi cinema is made according to the needs of the audience or not. 69% student said no, Bangladeshi cinema is not made according to the audience need. 19% student are not sure about that, and 12% said yes, Bangladeshi cinema is made according to the audience need.

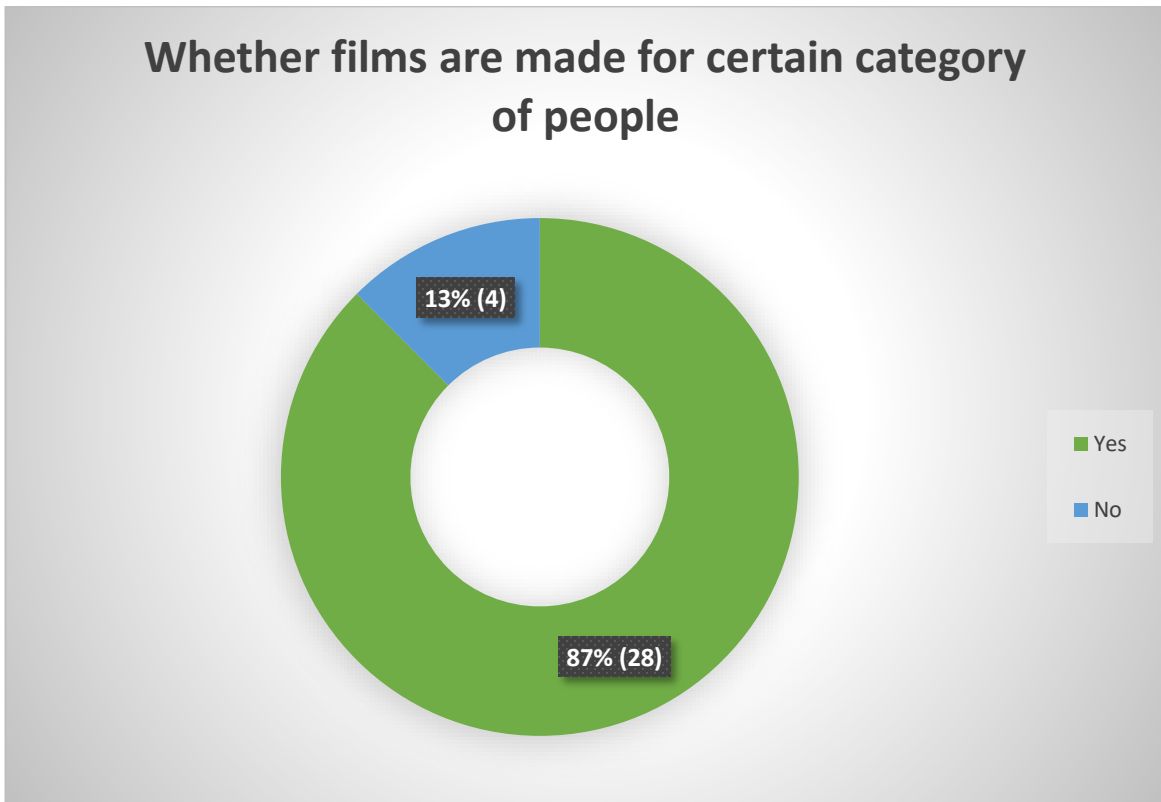


Chapter 03, Figure 10 (Q:9) Whether Bangladeshi cinema is made according to audience need

The chart suggests that majority of the students which is 69% says now a day's films in Bangladesh are not made according to the audience need.

Whether films are made for selected category of audience:

Students were asked what they think whether Bangladeshi films are now being made for a certain category of people instead of mass people. In answer to this question, 87% students said yes, Bangladeshi cinema is now being made for certain category of people whereas only 13% students answered no.



Chapter 03, Figure 11 (Q:10) Whether films are made for certain category of people

The chart suggests that the majority of the students which is 87% are not agreeing that Bangladeshi cinema is now a days being made for mass people.

4.3 Survey Result Analysis and In-Depth Interviews

Here I have presented the analysis of the findings from the structured survey and the in-depth interview. The findings provide students overall perception on Bangladeshi Cinema. Based on the response in the survey, it is suggested that the students of film/media have both negative and positive responds about Bangladeshi cinema. While the students were asked about their future plan after studying from film and media, most of the students responded positive and said they want to work in the film industry. The respond suggested that students find lacking of good script, direction and story in the film industry of Bangladesh, thus they want to contribute here to fulfill those gaps in Bangladeshi cinema.

In this matter, while interviewing Adnan Tabassum, a graduate student from Stamford University, film and media department, 42 batch, he said that he wants to work in the film industry and make some good script for Bangla cinema. According to Adnan, the dialogues in Bangladeshi cinema is poorly scripted.

He says-

“In Bangla cinema, most of the story is poorly scripted. So, I would like to contribute to that area. I have taken a course on script writing to gain better knowledge and understanding on script writing. I have written several scripts for drama, TVC's and telefilms, but now I want to focus on Bangla cinema. (personal communication, 13th June,2019)”

Finding from the survey also suggested that, students are more likely to watch movies of other countries, majority of the responded which is 46.9% said they like Hollywood movies most because of its good story, good direction and intellectual use of technology as well. While on the other hand, 56.3% respondent said Bangladeshi cinema are not good. 34.4% respondent said poor direction, same cast and usual story are the reason that Bangladeshi cinemas are not being watched. Poor technology was also mentioned by some of the students. They think that some of the film makers don't have proper knowledge about using technologies. However, some of them think that budget is a big problem as well.

While interviewing Rafat, student of BCTI direction department, he mentioned budgeting while talking about the weaknesses about Bangladeshi cinema. He said-

“Most of the directors are not willing to make a good movie with the budget that they are provided with. They don't want to invest the entire amount on a film instead they like to save it for themselves. This is the main reason no good films are seen now a days. (Personal communication, 20th June,2019)”

The survey suggested that, students are agreeing that Bangladeshi cinema is doing better than before. 18 students which is 56.3% of the respondents agreed on that. However, they think there is still some places where Bangladeshi cinemas need improvement. 20 students which is 62.5% of the respondents suggested that acting, directing and technology are the major sectors where Bangladeshi cinema should get some improvement.

While interviewing Saif, a student of Dhaka University, TFP department, second semester, he also agreed on that Bangladeshi cinema is doing better than before. According to him-

“Bangladeshi cinema is doing better, but still it needs to improve in many sectors. We all are stuck in a story-based scenario where there is hero who is poor, heroin is rich. Villain wants to marry the heroin and heroin's father is not willing to accept the relation of hero and heroin. This is the basic story off every film now a days, we need to come out of this to think different. We need a well-developed structure to overcome this crisis of our film industry. (personal communication, 13 june,2019)”

The survey also suggested that students are willing to work in the film industry of Bangladesh. With a dream of working as film maker, the students have enrolled in the subject area. But due to various crisis in the film industry, the lost interest. But yet, no one of them has lost their hope to become a film maker or script writer or anything to contribute to Bangladeshi film industry for its betterment.

On this note, Rafat added that the films which were made 20 years back were way better than the movies the directors are making these days. He said-

“Today, students who are interested in film making don't get the change as the directors or producers who are senior in this film industry are not welcoming the newbies. Even they do, they keep on criticizing their work. I won't deny that some of the directors are welcoming newcomers, still there is a lack of opportunities. And thus, newcomers don't get the chance to make some good films when they are actually interested to make some. (Personal communication, 20th June,2019)”

The survey suggested that there are few factors that should be improved for Bangladeshi cinema to reach all kind of people. Good direction is one of the factors. If a cinema is directed well, people of all class will enjoy that. And this includes students as well, as from the earlier chapter, we found most of the students who are not watching Bangladeshi films, are interested in Hollywood films because of its good direction and good story building.

On that note, ex graduate student of Stamford University, Junaid was asked what he thinks is needed to make Bangladeshi cinema reach all kinds of people. He said-

“Good story and direction are important, but if the promotions are not done properly, it will go on waste. People who are responsible for promotion of a film are not highly educated. As a result, they cannot successfully promote a film as they don't know how to. This is one of the reasons for legging behind. (personal communication,13th June,2019)”

In general, it can be said that the students do not watch Bangladeshi films regularly. Their perception about Bangladeshi cinema is both negative and positive.

Chapter 5

Discussion on Findings

This chapter summarizes the discussions presented in the previous chapters. While taking the interviews, researcher have found some key factors that effects the student's perception about Bangladeshi cinema.

Poor or usual Story

Most of the interviewee mentioned about the poor story of Bangladeshi cinema. Probably, this is the prime cause for them to avoid Bangladeshi cinema. From the interview, it has been clear that, 'strong story line' in a film is one of the key requirements by the students. In case of Bangladeshi cinema, this requirement is more important. Students find the stories of mainstream cinemas as cliché, stereotyped and predictable. They also think that the stories are often copied from different Hindi and English films. Thus, they find the copied Bangladeshi films boring. The students want the story to be different. Some suggest that it should deal with real life issues in a realistic and believable way.

Poor Acting

Another reason why the students dislike Bangladeshi films is 'Acting'. Most of the students find 'acting' in mainstream cinemas are over dramatic. Along with acting comes the issue of dialogue. Students mentioned that the scripts are poorly written. They find the overall acting style of Bangladeshi films too dramatic and loud.

Poor Direction

Last but not the least, students find the direction of a scene or a moment or how the actors will act are not described properly, by which they mean the direction of Bangladeshi cinemas are poor. Students mentioned famous directors like Zahir Raihan, Alamgir Kabir they used to demonstrate a scene to the actor to show how the actors should act. In recent time, most of the directors are in rush, they don't have

much time to act and describe to the actors. This kind of approach can turn a good film to a trash. Which make the students turn their back on Bangladeshi cinema and look into Hollywood or Bollywood cinemas. The students respond from both the survey and interview got mixed of positive and negative reactions about Bangladeshi cinema. So, answer to the research question about film/media student's perception towards Bangladeshi cinema is not good. According to most of the students the quality of Bangladeshi cinema is not increasing significantly specially in terms of story plot. Although the cinematography, making, budget is increasing recently but the improvement is very slow. Thus, Bangladeshi cinemas lags in the race of film production. Another question of this research which is whether they students of film/media wants to contribute and build a career in Bangladeshi film industry or not, the answer is unsure. According to most of the students. They are willing to work in this industry, but seeing this flaws and crisis they are not willing to do film making in future. They might do advertise making, might do script writing but not sure if they want to do it as their main profession.

Conclusion

Bangladesh has a long tradition of producing movies from the very first “Mukh O Mukhosh” to the very recent one. Certainly, cinema is the reflection of society and has a great impact on it. Movies based on realistic situations and characters would be more appealing to the viewers of Bangladeshi cinema. To enhance the quality of Bangladeshi cinema, our film industry requires more educated and skilled directors, producers, storywriters and actors. Due to a limited stardom, mainstream movies are becoming monotonous and thus becoming less attractive. Thus, the film/media students are preferring movies of Hollywood to Bangladeshi films. Directors, film authority and even the government should take initiatives to bring in more new talents in the film industry instead of depending on a limited existing artists and filmmakers. Most importantly, skill development in filmmaking/producing is more essential for the betterment of Bangladeshi film industry. Right persons should be in right positions. It is argued that without creativity and passion for film art and aesthetics, mainstream film industry cannot be developed in line with global cinema i.e. Hollywood or Bollywood. The respondents argued that in case of Bangladesh, the people who are holding the major positions are much more concerned about money-making than quality filmmaking. Due to lack of creativity and passion for film of these personnel, the film industry is lagging behind compared to other film industry. This research suggests that students who are expected to hold the legacy of Bangladeshi cinema in the future are not willing to involve in this industry. They find the existing people/film makers are not willing to give space to the new comers, and if they do, they criticize their work thus the new minds get demotivated. I believe, an environment has to be created where those capable of thinking out-of-the-box get an opportunity to try their hands at cinema -artistic and novel. The industry on the verge of collapsing must be saved in this way.

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Appendix

1. Questionnaire

Film and Media student's perception towards Bangladeshi Cinema

This survey is conducted by Rezwana Sarker, a student of Daffodil International University, JMC Department as a part of educational research. Please fill in this survey below with your suitable answers. Thank you for your time and cooperation.

Name of Your institution

.....

Department

.....

Semester

.....

Answer to the questions below with a (✓) tick mark

1. **Do you watch movies?**
 - Yes
 - No

2. **Movies of which region/production industry you watch the most?**
 - Hollywood Movies
 - Bollywood Movies
 - Bangladeshi Cinema
 - European Movies

3. **What type of movies you like the most?**
 - Commercial/Mainstream
 - Alternative Films
 - Art Films

4. **Why do you like movies of other country?**
 - Better story

- Better technology
- Better Acting
- Better Direction
- Other.....

5. How do you feel about Bangladeshi Cinema?

- Good
- Average
- Not Good
- Not Good At all

6. Why don't you like Bangladeshi cinema?

- Usual Story
- Poor Direction
- Poor Cinematography
- Same Cast
- Other.....

7. Do you agree that Bangladeshi Cinema is getting better than before?

- Yes
- No

8. Which aspects of Bangladeshi cinema do you think should be improved?

- Acting
- Direction
- Cinematography
- Technology
- Other.....

9. Do you think Bangladeshi Cinema is made according to the needs of the audience?

- Yes
- No
- I Don't Know

10. Is Bangladeshi Cinema turning the new generation towards cinema hall?

- Yes
- No

In-Depth Interview

1. Adnan Tabassum, Stamford University, Film and Media Department, Freelance Script Writer
2. Rafat Hossain, Bangladesh Cinema and Television Institute, Direction Department, Student
3. Saif, Dhaka University, Television, Film and Photography Department, Second Semester
4. Junaid Iqbal, Stamford University, Film and Media Department, Graduate Student
5. Abdullah-Al-Mamun, Stamford University, Director, Dead Elephant Production