

**ROMANTIC RELATIONSHIP IN BOLLYWOOD MOVIES: AN ANALYTICAL
STUDY OF CONTENT PRODUCED BETWEEN 1995 AND 2016**

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Abstract

This study was conducted to analyze the process of romantic relationship in the Bollywood movies since 1995 up to 2016. The study was conducted on the basis of quantitative content analysis methodology, while using coding sheet for the data collection. For movies' selection, the researcher conducted pilot study in the University of Swat to select the movies which were comparatively more romantic. The data collected was analyzed through statistical package for social sciences (SPSS, 21 versions). The results revealed that romantic relations' element existed in the movies, which is a non-interval process. The study also disclosed that a male is more involved in romantic relationship than a female. The results of the study supported the research questions that in the beginning, males are impressing females in romantic relationships. It is also concluded that in the movies, a male shares love feelings with a friend while a female shares her love feelings with her parents. The study revealed that males are giving more gifts to females in love relations. It is also disclosed that males do any kind of act and services that pleases females in the movies. The research reveals that mostly upper middle-class people and urban areas' people were involved in romantic relations more than middle-class and rural areas' population. The research also supported the assumption of the Social Penetration Theory that the romantic relationship is a process, where lovers continuously follow some steps to strengthen the relationship.

Keywords: Romantic relationship, Process, Bollywood Movies since 1995-2016

INTRODUCTION

This study was conducted to analyze the romantic relationship in Bollywood movies and its simulation in society. Media are part of society in which it functions; this is why media acts like a mirror of society and produce those contents which already exist in society, while people exposed to the media also at times copycat the actions and reactions they see in the media.

The study also examines the process of romantic relationship as well as the efforts and struggle for the success of love in society. It is clear that there is a lot of struggle for the achievement of the romantic relations with a lover. The second generation has a desire to have a girlfriend as they watch in movies and dramas. Due to that aspiration, they are giving importance to romantic relations. People use a number of ways to cultivate relationship with the opposite sex, such as letters, mobile phone texts, mobile or landline calls, etc. for communication, while different kinds of gifts are presented to impress their beloved.

Galician, M. (2004), elaborates that romance as a noun means love affair, cheating, fooling around, intimacy, and as a verb it means attraction, encouragement, flirt, invite, etc. The author further says that it also means charming and attractive attachments with strong emotions, but sometimes that would be short-lived connection between the two lovers. Ansari, A., Klinenberg, E. (2015) mention in their study that at a point in life, every individual goes on a trip in search of love. Those involved in a relationship or those out of the relationship, with a lot of confidence, try to search out any individual with whom to stake a shallow link.

This study also investigated the role of mediator in the romantic relationship and the class and culture difference between the lovers. Due to the class and cultural differences, hurdles are faced by the lover in society. If the male or female belongs to a lower class or have racial differences, then they would face problems from their families' side as well as from their society. Whenever clash occurs between the lovers, a mediator settles the issue; it may be male or female who is performing the job for the connection and reunion of the love birds.

Dirk.T (1996) explored that the romantic movies are affairs of the heart based on emotion, passion and romance, loving attachment and the journey of love ultimately takes over marriage or courtship. Romantic movies promote emotional relations. Such movies explain the basic purpose of the young love, love at first sight, sentimental love, sexual love, forbidden love, sacrificial love and tragic love. Romance movies have great fantasies for their audience, particularly when the two people finally declare their love and reunion for their final kiss.

In our society, people are not discussing the matter in very low value as well as the academia also does not work properly for the development of the contents in the curricula to show the reality of the romantic relationship. It is a need of the day to develop a course of romantic relationship with the name of love communication as there is no specific course in journalism. The contents would enable the instructor to answer the questions like: what are romantic relations; what is love communication?

In our society, the term romance creates misconceptions whenever someone talks about it and the people change their minds negatively. Due to these contents, the public would be able to think positively towards these relationships in society. On the one hand, people's behaviors are the reflection of their families, culture and religion, but on the other people are acting and learning dialogues, ways of interaction, attitudes, behaviors from dramas, films, movies, cartoon, fashion content, etc., which such contents become the lifestyle of the audience.

Alma Mae J. Bernales & Fretzy Colonia (2012) cited Bread (1994) as mentioning that movie is the most common and popular way for culture and traditions to generate them in modern values of the society. Therefore, film has become a major source for people to get awareness on various cultures to overcome anonymity in world. Saul. K (n.d) explored that romantic movies are traditionally romance stories of love, which is recorded in video media for their viewer in television and movie theaters. The main theme of the romance movie is on emotion, affection and passion between the two lovers. Romance movies produced all the strong and deep close relationship between two lovers, routine life and the incitement of the adulthood, which go into the conspiracies of romance movies and that also explore the theme of love at first sight. And in the television romance series, the promotion of the romance relationship may happen over a series of episodes and not in the same atmospheres maybe free in a romance narrative in diverse romance curves.

LITERATURE REVIEW

Koutaniemi, R. (2011) elaborates in his research that cinema in India, apart from entertainment, also projects real life activities and norms of an Indian society in one way or another, as well as exposes countries' culture to the public and doing its best to present the solution for an issue and problems of the country. He argued that romantic relationships in Indian cinema is somehow promoting real culture of the country; while some contradictions has been seen, like love marriages are shown instead of arranged marriages, which is the real culture of the country. He further said that the exposing of romantic relationships is based on fiction but not at all alien to Indian culture, rather it's only a continuity of the culture process. Koutaniemi also cited Mr. Arjun's research, in which he argued that nowadays the Indian culture is becoming global and tribal but in Koutaniemi viewpoint, the culture is still local.

Hefner, V. (2011) cited research of Bell (1975) &Walster (1976) in which they argued that the romantic relationship is a feeling of hope for true love, which encourages true lover. They also mentioned in their research that romance builds the trust, which is related to established seamless affiliations.

Vlastos, Z. (2015) stated that technology is used to explore the romantic relationship these days. People are using online media for dating and they illustrate the relationships and long distance relationships through it. The researcher also explored how technology improves the true sides of love, and says that technology teaches the romantic relationship, the meaning of love, and the nature of love.

Metz, J.L. (2007) explored the impact of perfect affairs; he said that sometimes differences in the relationships make barriers in the actual relationship so it diverts itself towards unrealistic approach and it's the first step for love to survive, while the lover uses tools to solve the problem created between the two partners. He also explained the factor of relationship that how two partners come to common ground on same ideas, and disclosed that how this relation is affected and how patched up. Metz also explains the feelings and responses of lover, whereas the reconciling role is done for contacting each other by friends and family. He said that closeness clarifies principles of love in a romantic relationship.

He cited Indian journalist (Chopra, 2006) in his research arguing that why Bollywood movies end on a happy note for the two partners who become committed forever because the filmmaker always wants to portray the power of love. He also argued about that struggle of lover face acquire their true love. Lauren F. E. Galloway (2013), mentioned that there is a strong connection between the dissemination of real and expected romantic relations portrayal through Cinema. Romance drama movies and romance comedy has known to be on the right direction with real ideas of the love. Closeness and ratification of the Eros style love. He further argued that people who are fans of romantic movies are expressively and completely related to fantasy reflection and those who are exposed to romantic movies didn't believe in intercourse and mindreading as romantic gesture.

Safran, W., Sahoo, A., Lal, B.V. (2009) In their book explored, that the romance shown in Bollywood movies are the fake images of the Indian culture, Indo-Fijians also exposed that the other kind of mass media, not well painted pictures of the non-developmental nation while the Indian population is very poor, violent and polluted. They said that the Bollywood pictures main purpose is poor and over covered. The images were some times are bringing together the past, and later with the present. The different Indo-Fijians are feeling pride that we are showing the roots of old Indian culture. And they are not interested in the recent time of Indian situation.

Furman, W., Brown, B.B., Feiring, C. (1999) cited Larson and Richards (1994), that the Hollywood movies presenting romantic sentiments, love emotions, unhappiness, annoyance, suspicion and nervousness of American teenagers. He said that romantic relation shown in the movies shows an ideal path of true love, feelings and awareness, as well the presenting the reality of suffering and sorrow faced by lovers. Sfetcu, N. (2014) explored in his book that the dances and songs provide the romantic scenes such as kiss, hug, sex, etc to their viewers. Lover may not be agreeing to what is being portrayed in them and it would also not be acceptable to the families of both partners if they do that in front of them.

He also mentioned that in almost all the romantic movies, lovers are waiting for pleasant season to practice their love, a kind of situation is created for both partners hailing from a local village, whereas the director plays the suitable music and dance

in charming locations, so after watching these types of actions in the romantic movies, the audience also want to sing and dance.

RATIONAL OF THE STUDY

The basic aim of this study is to know that the relationship in Bollywood movies on societal perspective, that the involvement of youth is also older in this romantic relationship. And also it is aimed to know the inspiration and worries of the person, when the people are involved in romantic relationship so as to know the feelings, performance of this particular person. As a natural phenomenon, mankind fall in love, but there is not a process in the written form that how it should to be done. For this aim, this study has been conducted to find out the process of romantic relationship in the movies as these movies present somehow real situation of the society. There has been no such study done previously, while it is the need of the day. The benefits of this research would be for the lovers and general understating of the masses. The outcomes of the study would be beneficial for youth and true partners and lovers.

STUDY OBJECTIVES

The main objective of the research was;

1. To explore process of romantic relationship.
2. To find out the factors of success and failure in romantic relationship.

Objectives on the basis of movies content analysis are:

- To examine the first time expression of the lovers in Bollywood movies.
- To evaluate the efforts by male and female characters to impress each other.
- To explore how both the male and female characters share information.
- To discover the personality of illegitimate relations of lovers to whom he/she express feelings.
- To know about the mediator between the lovers to normalize the relation.
- To find out cross culture and class difference of the lovers.

RESEARCH QUESTIONS

RQ1: What is process of romantic relations in movies?

RQ2: How has it been done and for what purposes?

SOCIAL PENETRATION THEORY

Annie McCarthy (2009) said that the social penetration theory was developed by two psychology professors Irwin Altman and Dalmis Taylor in 1973, to define the dynamics of personal nearness. Altman, I. & Taylor, D. (1973) said that romantic relationship doesn't start at once, but it is basically a process, where the lovers are

exposed to each other after a long process, such as penetration theory suggested. Mclean, S. (2005) stated that according to this social penetration theory, public is going from shallow to near discussion as a hope advances over constant positive communications. Self-disclosure is "facts, opinions, or state of mind we express to others almost ourselves that they would not else recognize". Jourard (1971) stated that the exchange of self-disclosure amongst persons built upon trust, and it's single while persons watching alternative responsible that the discovery will assume the hazard of revealing themselves to the receiver. According to Altman and Taylor, the social penetration theory is divided into five stages which are given below.

- Orientation stage means that people follow the social norms and perform appropriate actions and they make well, to what they want.
- Exploratory stage means that to express their deeper feelings but we will not be comfortable to enough.
- Effective stage means that the way of trust, closeness and well-being of replacing secrets are there to have safe them. Such that the kissing and touching are also the secrets of couple's case
- Stable stage means that the direct links of feelings, slightly connected, significant feeling since fair looking the body language of the individuals
- De-penetration stage means that it is a desirable stage and in any relationship the rule of exchange is critical.

The researcher bases his research on the assumption of the theory that romantic relationship is a process, which passes to the different steps and phases. In the current study also evaluated the process of the romantic relationship in the Bollywood movies to verify it.

RESEARCH METHODS AND MATERIALS

The researchers selected quantitative content analysis method for his research. Hefner & Wilson (2013) also applied quantitative content analysis to find out the relationship between romantic movies viewers and young people's perception. Pardun (2002) conducted study through content analysis to search out sex and rape scenes in romantic relationship. The research found that this kind of scenes were mostly avoided or didn't show clearly.

Romantic movies particularly Bollywood movies was the universe of the study. The researchers analyzed these movies because it portraying the local culture and its relations. The researchers developed the list of the romantic movies from 1995 to 2016 from the Indian movies ranking website (Bollywood Hungama, Top 100 movies).The researcher selected this 21 years' period because it's easy and accessible to investigate the romantic movies. For the selection of best romantic movies within selected period of time the researchers developed a questionnaire to screen the most relevant movies from the developed list. The respondents for this activity were the Swat university students. The researchers analyzed those movies

which were selected by the respondents from the list. To investigate the study the researcher use coding sheets for the data collection. Bufkin and Eschhol (2000) also analyzed movies through contents analysis, whereas they developed coding sheet for data collection. Stemshorn (November, 2002) also did content analysis and analyzed the movies with help of coding sheet.

Findings

Table 1 Distribution of meeting of the lover in each film

Variables	F	%
DilwaleDulhaniya Le Jayenge (1995)	20	7.5
Raja Hindustani (1996)	14	5.2
KuchKuchHotaHai (1998)	26	9.7
Mohabbatein (2000)	28	10.4
Devdas (2002)	16	6.0
Veer Zara (2004)	23	8.6
Vivah (2006)	16	6.0
Rab Ne Bana Di Jodi (2008)	18	6.7
My Name Is Khan (2010)	20	7.5
Jab TakHaiJaan (2012)	35	13.1
HaseeToPhasee (2014)	29	10.8
Sanam Teri Kasam (2016)	23	8.6
Total	268	100.0

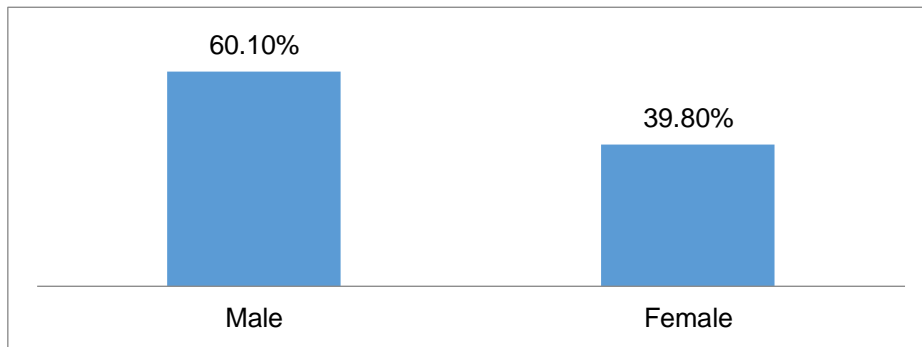
The table 1 shows the distribution of the meeting in each film of the lovers, that 20 meetings were held in DilwaleDulhaniya Le Jayenge, 14 meetings were held in Raja Hindustani, 26 meetings were held in KuchKuchHotaHai, 28 meetings in Mohabbatein, 16 meetings in Devdas, 23 meetings in Veer Zara, 16 meetings in Vivah, 18 meetings in Rab Ne Bana Di Jodi, 20 meetings in My Name Is Khan, 35 meetings in Jab TakHaiJaan, 29 meetings in Hasee To Phasee and 23 meetings were held in Sanam Teri Kasam.

Table 2 Distribution of number of meeting of the lover in each film

Variables	F	%
1-5	60	22.9
6-10	59	22.6
11-15	54	20.6
16-20	44	16.8
21-25	26	9.9
26-30	13	4.9
Above	5	1.9
Total	261	100.0

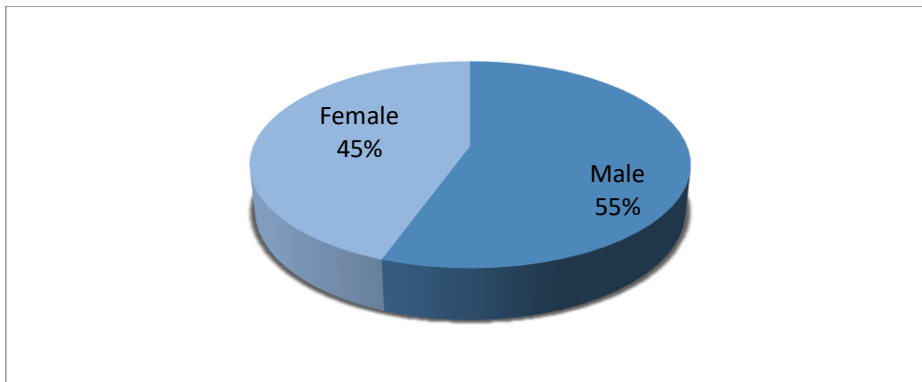
The table 2 demonstrates the number of meeting held between the lover that 1 to 5 meetings were held 22.9%, 6 to 10 were 22.6%, 11 to15 were 20.6%, 16 to 20 were 16.8%, 21 to 25 were 9.9%, 26 to 30 were 4.9% and above of it were held 1.9%.

Figure 1 Distribution of number of gender meetings in each film



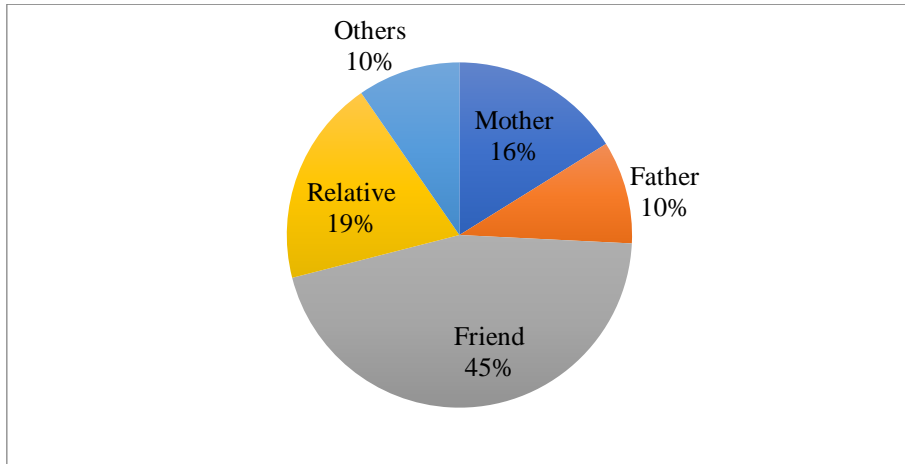
The figure 1 demonstrate the number of gender meetings were held between the lover in every film and that 60.1% male meets with female while 39.8% female meet with male.

Figure 2 Distribution of number of gender meetings where they impressed each other in every film



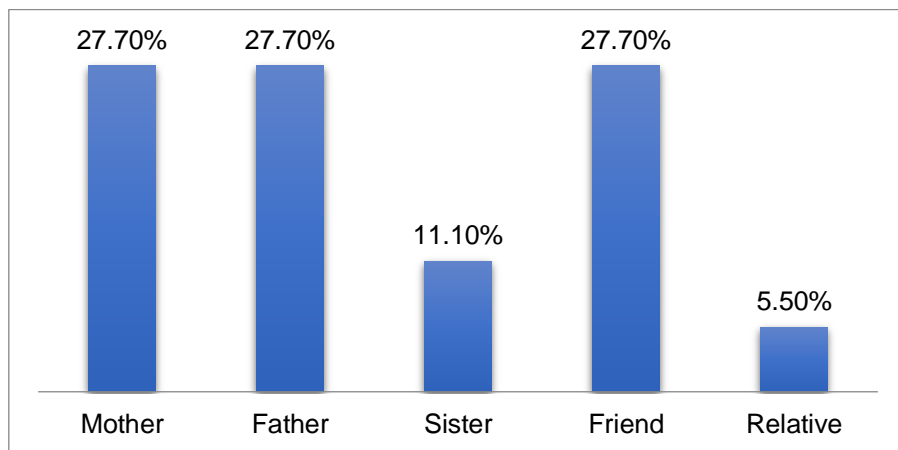
The figure 2 demonstrates the numbers of gender meetings for impressing each other were held between the lover in every film and that 55.5% male impress female while 44.5% female impress male.

Figure 3 Distribution of number of meetings where male shared their love feelings with someone in each film



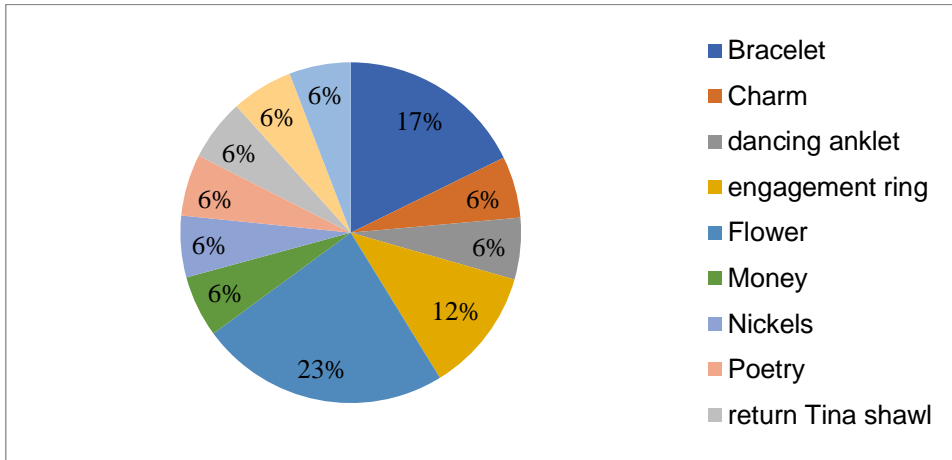
The figure 3 demonstrates the numbers of meetings where male share their love feelings with someone in every film that 16.1 % share with mother, 9.6% with father, 45.1% with friends, and 19.3% with relatives and 9.6% with other peoples.

Figure 4 Distribution of number of meetings where female shared their love feelings with someone in each film



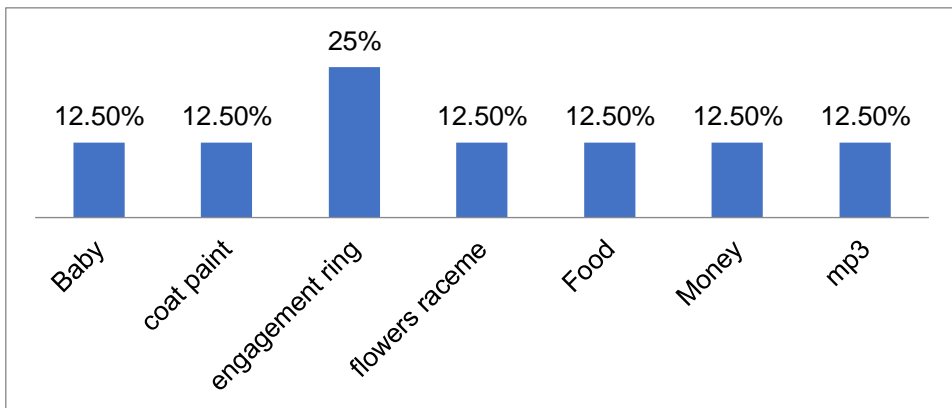
The figure 4 demonstrates the numbers meetings where female share their love feelings with someone in every film that 27.7% share with mother, 27.7% with father, 11.1% with sister, 27.7% with friends and 5.5% with relative.

Figure 5 Distribution of number of meetings where male gives gifts to his lover in each film



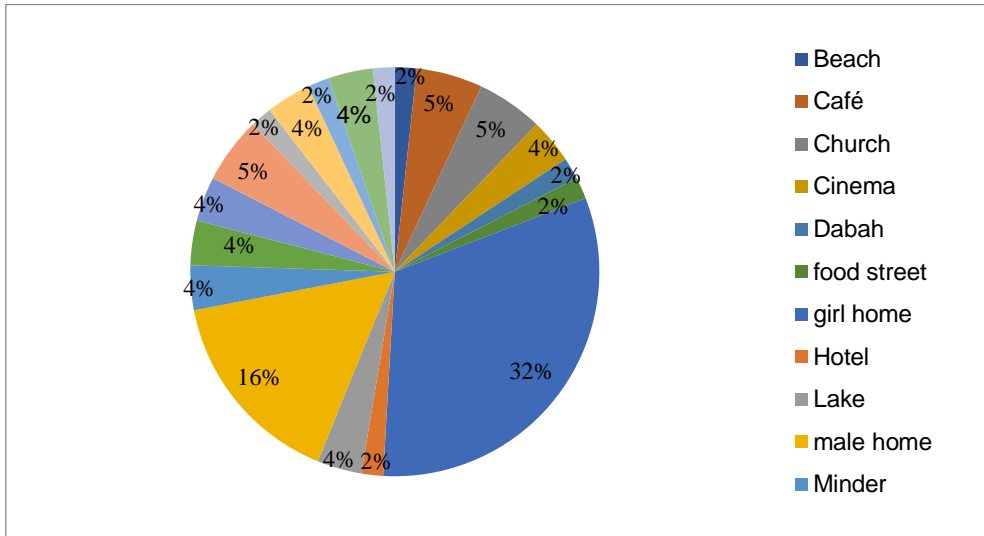
The figure 5 demonstrates the numbers meetings where male gives gifts to his lover in every film that 17.6% gives bracelet, 5.8% charm, 5.8% dancing anklet, 11.7% engagement ring, 23.5% flowers, 5.8% money, 5.8% nickels, 5.8% poetry, 5.8% gifted shawl, 5.8% sweets and 5.8% vermeil.

Figure 6 Distribution of number of meetings where female gives gifts to her lover in each film



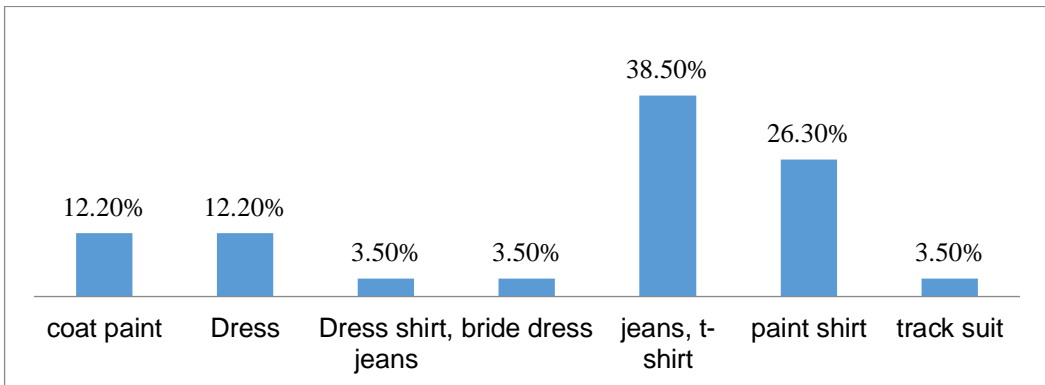
The figure 6 demonstrates the numbers meetings where female gives gifts to her lover in every film that 12.5% baby, 12.5% coat paint, 25% engagement ring, 12.5% flowers raceme, 12.5% food, 12.5% money and 12.5% mp3.

Figure 7 Distribution of number of meetings where the two lovers meet with each other in each film



The figure 7 demonstrates the numbers meetings where the lover were meet with each other in every film that 1.7% beach, 5.2% cafe, 5.2% church, 3.5% cinema, 1.7% Dabah, 1.7% food street, 31.5% girl home, 1.7% hotel, 3.5% lake, 15.7% male home, 3.5% minder, 3.5% mountain, 3.5% out of city, 5.2% park, 1.7% shopping mall, 3.5% summer camp, 1.7% touristic spot, 3.5% valley and 1.7% walking track.

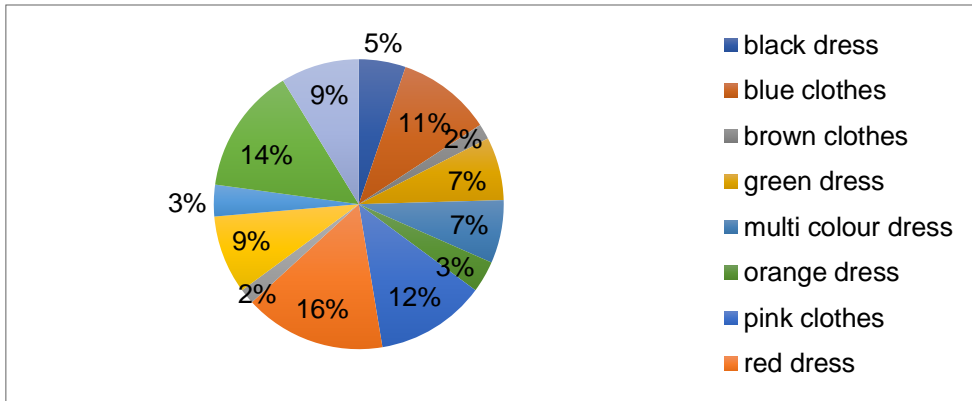
Figure 8 Distribution of number of meetings when male were meet with his lovers so what kind of dress he will wear in each film



The figure 8 demonstrates the numbers of meetings where the male were meet with his lover in different dresses in every film that 12.2% wear the coat paint, 12.2%

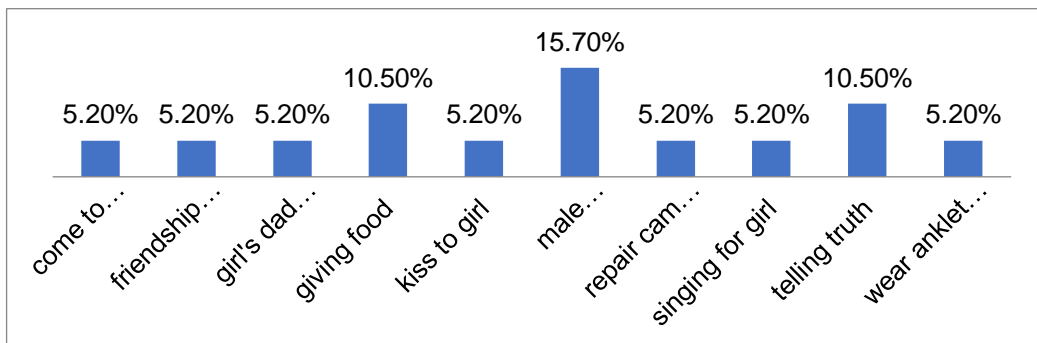
resses, 3.5% wear dress shirt with jeans, 3.5% bride dress, 38.5% jeans t-shirt, 26.3% paint shirt and 3.5% track suit.

Figure 9 Distribution of number of meetings when female were meet with his lovers so what kind of dress he will wear in each film



The figure 9 demonstrates the numbers of meetings where the female were meet with her lover in different dresses in every film that 5.2% were using black dresses, 10.5% were using blue dresses, 1.7% were using brown dresses, 7.0% were using green dresses, 7.0% were using multi colour dresses, 3.5% were using orange colour dresses, 12.2% were using pink dresses, 15.7% were using red dresses, 1.7% were using silver colour dresses, 8.7% were using Jeans, t-shirt, 3.5% were using velvet colour dresses, 14.0% were using white dresses and 8.7% were using yellow colour dresses.

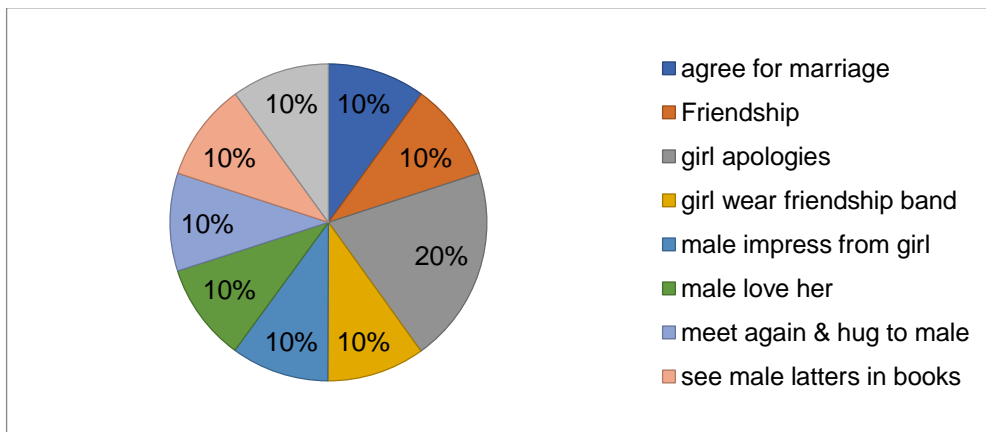
Figure 10 Distribution of number of meetings where male create happiness moments with his lover in each film



The figure 10 demonstrates the numbers of meetings where the male were create happiness moments with his lover in every film that 10.5% come back for girl, 5.2%

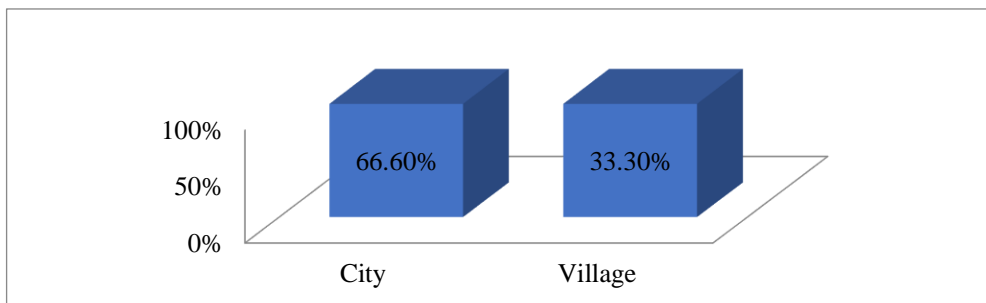
come to court in well dress, 5.2% friendship pride, 5.2% girl's dad mind change, 10.5% giving food, 5.2% kiss to girl, 15.7% male's apologies, 5.2% repair her camera to complete her work, 5.2% singing for girl, 10.5% telling the truth to girl and 5.2% wear anklet to girl.

Figure 11 Distribution of number of meetings where female create happiness moments with her lover in each film



The figure 11 demonstrates the numbers of meetings where the female were create a happiness moments with her lover in every film that 7.6% agree for marriage, 7.6% friendship, 15.3% from girl apologies, 7.6% from girl wearing friendship band, 7.6% male impress from girl, 7.6% male fallen in love with girl, 7.6% meet again and hug to male, 7.6% see the male letters in books and 7.6% from thanks to male.

Figure 12 Distribution of number of meetings where the cross culture love from female side in each film



The figure 12 demonstrates the numbers of meetings where the cross culture love from female side in every film that 66.6% female belongs to city and 33.3% belongs to village.

DISCUSSION AND CONCLUSIONS

The results of the study explored that at the first time, males in the movie try to impress females in romantic relationships. A male shares his love feelings with a friend while a female shares her love feelings with her parents in the movies. Also, a male gives gifts to a female in love relations. Mostly people of urban areas are shown to be involved in romantic relationships. It is concluded that the male and female face problems in meeting due to culture, and traditions and they do not meet freely with each other.

It is concluded that more meetings show the strength of the love with each other, while the males are more inclined to the desire to meet females in the romantic relationships. On the other hand, females are not free like males because of cultural and family limitations. The study also concluded that males impressed females during meetings as males are more expressive than females in this type of relations, and also the try to impress (motivate through different tactics) her.

It is also summarized that most of the time the lovers discussed personal information including friendship, family, marriage and encouragement. The outcomes of the research also concluded that about the romantic relationship that male expressed their views to friends, while females shared secrets with their parents instead of friends or any others. It is also concluded that most of the time a male gifted flowers to his beloved, while a female gifted rings to her beloved for strengthening the love relationship as females are more realistic and sincere in the relationship. It is also concluded that mostly the lovers met each other at their homes and tourist locations. While males mostly used dresses of different colors, females used different dresses, the prominent being red color.

It is also concluded that for strengthening romantic relationship, both have to do some service or actions, as male did help differently but mostly fight for the right of her, on the other side the female supported male during their love defense. It is concluded that the Issues and conflict is a common action in love relation and most of the time male creates conflicts, because of cross culture, or culture sensitivity. In such way, a number of issues in every film created conflicts between the lovers which initiated by male than female due to cross culture, norms, traditions, religious limitations female are more sensitive than male.

It is also summarized that both of them also create a scene of happiness to meet again and restart their relations, where both the male and female apologies to each for the continuity of the relationship. It is concluded that "sorry" is the best word to continue the romantic relationship. It is also concluded that because of cross cultures, family problems and for the honor and glory of family, females deceived males in love, and vice-versa.

It is also concluded that most of the males who felt in love belonged to the city and some from the village, which shows that people belonging to villages are innocent and sincere. While majority of the female involved in romantic relation belongs to

urban areas (city) and a few to rural areas (villages), which also gave an impression that those villagers are innocent people.

Proposed Diagram;



The results of the study supported the core assumption of the Social Construction of Reality and Social Penetration theory that media is constructing the reality of the society through the movies, and showing that romantic relationship exists in the society.

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