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Commercial Films in Bangladesh: Impact Analysis (2009-2019)

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Abstract:

After the independence of Bangladesh (1971), new generation film development making take a place. Bangla commercial films can be divided before liberation, post liberation and modern era. Before liberation era; A. J. Kardar, Zahir Raihan, Khan Ataur Rahman, were the commercial Bengali film makers. During the Post liberation time, we have some extra ordinary movies like Sareng Bou (1978), Surjo Dighal Bari (1979) and so on. But in the modern era definition of commercial film has got a change. From 2009 to 2019 Bangladeshi audience got difference in commercial films. But having DT (Digital Technology) and other advancement given a development of Bangladeshi commercial film. But story making, acting, making, socialization and other things are gradually developing in Bangladeshi commercial films. This research will evaluate prospects and challenges of Bangladeshi commercial films from 2009 to 2019. However further research is recommended to develop making of Bangladeshi commercial films in respect of lifelike story, cultural dissemination and so on.

Keywords: Commercial Films, Bangladesh, Impact, Analysis

Introduction:

The recent increase in digital technology (DT) is not just media industries facing new technology operational problems to stay competitive, and they also face the varies challenges. The objective of this study is to understand how the Bangladeshi Commercial Film industry has been responded to by its production, distribution and exhibition related organisations. The film sector in Bangladesh used to be a hub for film production, distribution and exposition, but this conventional industry has declining for decades. In response to the downturn, the government initiated an integration process with digital technologies in 2003, but only a proportion of the plan was accomplished after having eight years of the start-up. Besides its Partial implementation of emerging technologies seemed to be resistant in the film industry, marketing and exhibition. Though commercial film making in Bangla language was inaugurated in 1956 which was recognised the very first commercial film. After the independence of Bangladesh

Method and Data Collection

Only Microsoft Word and Microsoft Excel are required for this process. The text is imported from transcribed Word files into Excel and arranged for coding using a few common Excel functions. Following the coding in Excel, the data is sorted by content and returned to Word. Since the actual codes are transformed, the text is divided into chapters and parts. Into the text's headings. The Word structure (Heading 1, Heading 2, and Heading 3) is used to divide the text into primary groups, topics, and subtopics.

All quotes in the resulting Word document provide details about the location of the interview, the respondent's position, and the location of the text sequence within the interview. The interviewer's question appears immediately before the quote.

For all quotes on the same subject and subtopic gathered in the same paper, it's pretty simple to read through the text on a particular subject and write an introduction based on what all respondents said. Since the quotes are already included in the paper, it's simple to analyse them and select which ones to include in the text: the most often used, the most precisely phrased, or those that impart the most critical information. This will vary according to the report.

The procedure is as follows:

1. Amass the details.

2. Convert the audio files to text.

3. Extract the text from Word and paste it into Excel.

4. Codify the Excel text.

5. Create an Excel spreadsheet.

6. Sort the coded interviews.

7. Organize the info.

8. Convert Excel quotations and references to Word.

9. Using the coding, organize the text into a logical structure.

10. Conduct an analysis of the results.

Background of Bangladeshi Commercial Movies:

Dhallywood's film industry gleamed talented directors and actors in the 1970s in Bangladesh. Even with restrictions, some fantastic films have been made. However in comparison with India, the industry could not give the audience different genre films. The Indian film industry had a thriving, romantic, social, all-time genre of film. The Dhallywood industry, on the other hand, was restricted to social, romantic and fantasy films. Every film had a compelling plot, warm music, fantastic performance and direction, something was still missing. Back then, Nayokraj Razzak was on his journey to become a legend, and he felt the need for action in the Bangladeshi films. However no one was able to take the risk of taking action scenes back then. Razzak went to Jahirul Haque, the actor and director who was then a newbie director. The duo decided to make a social action film, produced by Razzak and directed by Jahirul Haque.

The process begins to become a producer for Razzak. He combined the name of his wife and Rajlokkhi Productions with his production company. The first film of this film was the Rongbaaj social action film. Rongbaaj was not only successful in the box office in Dhallywood, but it was considered to be Bangladesh's first ever action film. It also opened the door to Bangladesh's action genre film is now so accustomed. The Rongbaaz narrative followed a local goon called Raj, who participated in pocketing, racketeering and other small crimes. He once lived in a slum. Now in this slum there was a girl named Mala who loved Raja a lot. One day, Raja picks up a man who has his salary only. The man couldn't pay the rent as all of his money was gone and shamed by the property owner and creditors and this is how the story begins.

Bangladeshi commercial movies in last decade:

Data Analysis:

Watching Bangladeshi Commercial Movie;

45% of the total respondents watch Bangladeshi commercial movie regularly and according to the found data; Monpura (2009), Aynabaji (2016) picked the highest views from these two groups of respondents. On the other hand, having capacities and opportunities 14% of respondents never watch Bangladeshi commercial movies. In addition; 26% of the total respondents not even interested to watch Bangladeshi commercial movies and finally 15% of them don't wanted to answer this question.
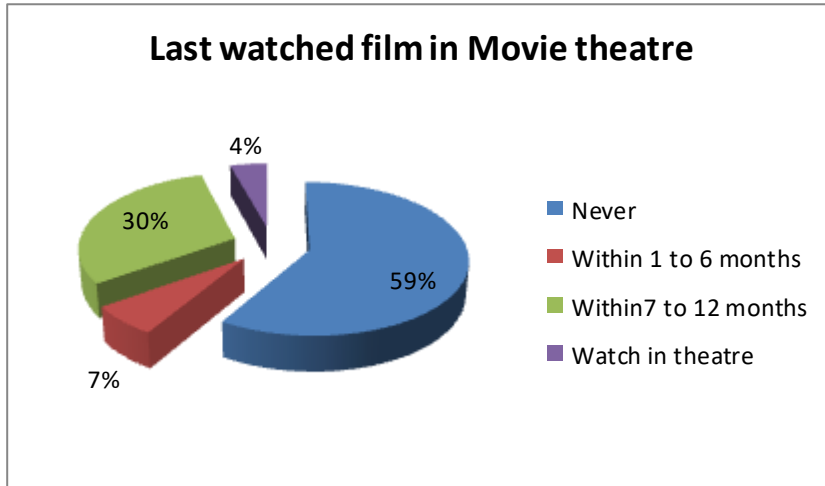

Last watched Bangladeshi commercial movie earlier;
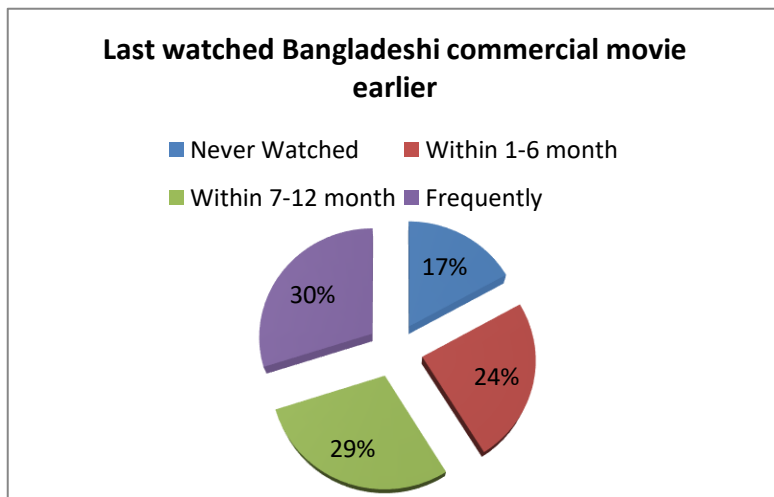
So it is being observed that, 45% of respondents are attentive towards Bangladeshi commercial movies and an overall 55% of respondents visibly or invisibly not concerned even not interested to regarding Bangladeshi commercial movies. Last watched Bangladeshi commercial movie earlier;

In this stage/question respondents portrayed that almost a half of respondents watch Bangladeshi commercial film every now and then. It shows that Bangladeshi commercial movie still has an acceptance among Bangladeshi learned society.

According to the statistics, 30% of the total respondents watch Bangladeshi commercial moves frequently. On the other hand, 29% of total respondents watched Bangladeshi commercial movie within last 07 to 12 months. These two groups were too sillier to watch regularly. But 24% of total students rarely watch Bangladeshi commercial movies where 30% of the total respondents never watched Bangladeshi commercial movies. As the respondents of this research belongs to the young society; so this statistics shows that around 59% of total respondents watches Bangladeshi commercial movies every now and then.

Last watched film in Movie theatre;

Movie watching is completely related with theatre. But this research finds that Bangladeshi commercial film audiences are not intend to go to movie theatre. According to the statistics, 59% of the total respondents never visited in theatre hall. Here 7% of them watched Bangladeshi commercial movies in movie theatre in within last 01 to 06 months and 30% of total respondents visited movie theatre within 07 to 12 months.

Last watched film in Movie theatre

- Never — 59%
- Within 1 to 6 months — 7%
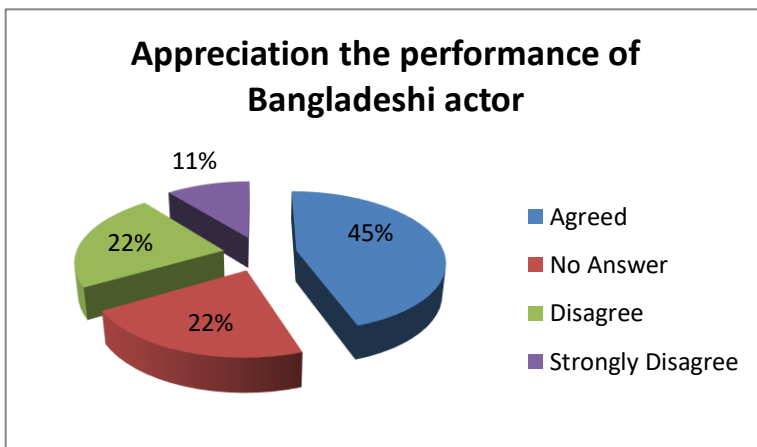- Within 7 to 12 months — 30%
- Watch in theatre — 4%

This is also portrays that slowly but surely movie theatre losing its audiences. Briefly 4% of total respondents watches Bangladeshi commercial movie by visiting the movie theatre. So this is noticeable that day by day audiences are showing their reluctances to visit movie theatre to watch a movie.

Appreciation the performance of Bangladeshi actor

This research intends to find characterization, improvising, observation, perception, communication qualities of an actor and respondents also evaluated based of those issue. 45% of total respondent's have agreed that actors of Bangladeshi Commercial movies; have performed well in their position whereas 22% replied that they are totally disagreed that actors are not good at their performances. Similarly 22% of respondents replied that they are not interested to give any opinion. But the most interest thing is 11% of total respondents strongly replied that actors are not good at

Appreciation the performance of Bangladeshi actor

- Agreed — 45%
- No Answer — 22%
- Disagree — 22%
- Strongly Disagree — 11%

their performances. So in a nutshell 55% of total respondents stated that actor's from Bangladeshi commercial films are not good at all.

Appreciation for the story of Bangladeshi Commercial Film

Unlike other questions, this question got an eye of the respondents. As story making in
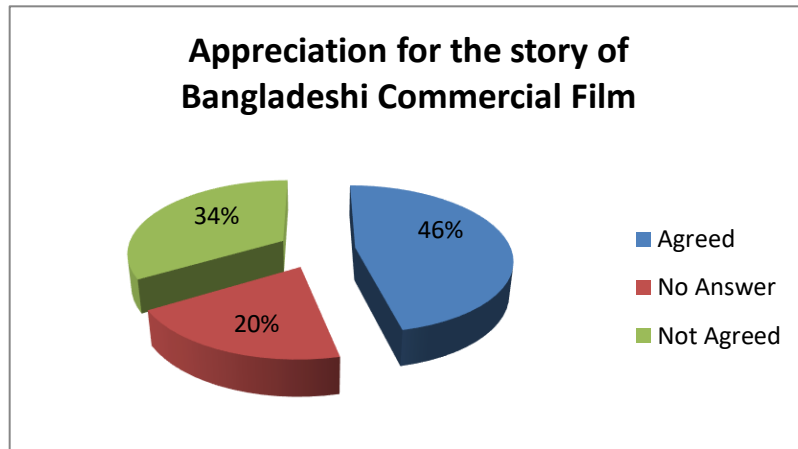

Bangladeshi commercial film based on "Comedy type of Story"; it has a great acceptance to the Bangladeshi audience. Here 46% of total respondents agreed that the story of Bangladeshi commercial film has got an eye of local audiences and developed a high. On the other hand, 34% disagreed with the statement and 20% respondents didn't give an appropriate answer. So in total 54% of has a reverse feedback and 46% has given a positive consent about the story of Bangladeshi commercial film.

Satisfactory use of technology

Now a days, VFX, GFX, Second Screens, Disney Digital and Ultraviolet Copy, using 35mm-camera and other technologies are using in recent commercial films. But Bangladesh is yet to
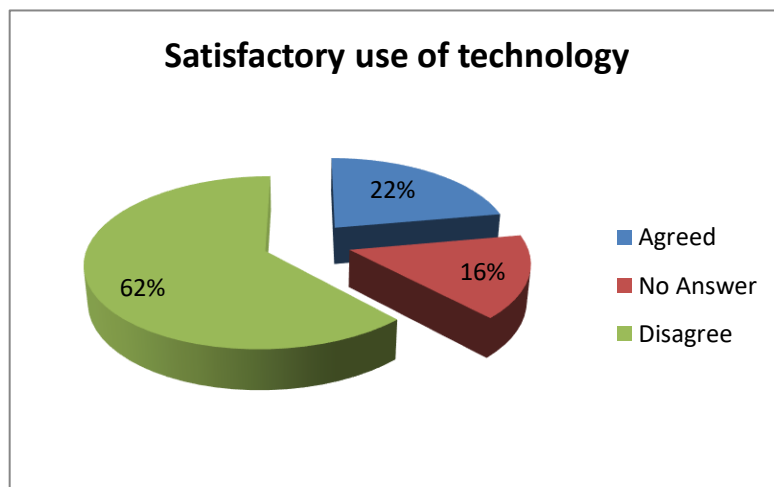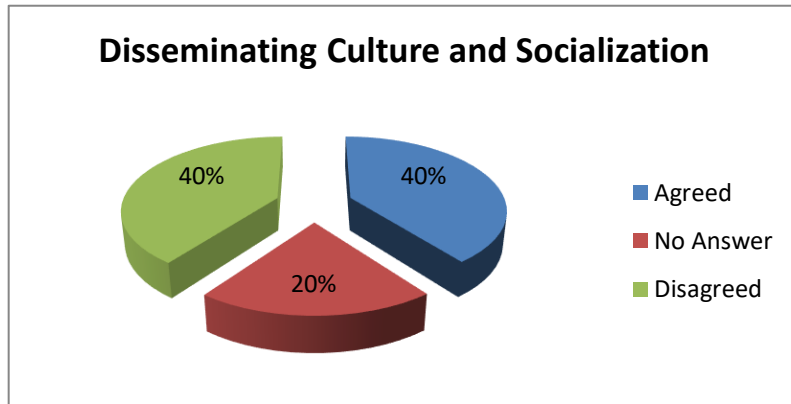

start to too update technology to improve movie technology. According to the data; 62% respondents disagreed that the technology used in a satisfactory level in Bangladeshi commercial level. As a result of low budget movies; a satisfactory level of technology is not being used in Bangladeshi commercial movies.

16% of respondents replied with No Answer which indicates that either some of movies are trying to coming out of the box or Bangladeshi movies are yet to start their journey towards digitalization. Only 22% respondents agreed that Bangladeshi commercial movies have a satisfactory level of technology.

Disseminating Culture and Socialization

Bangladeshi commercial movies playing a moderate role for spreading local culture and social values. According to respondents, 40% of them believe that commercial films are spreading cultural and social values in local communities but conversely 40% of respondents also think that Bangladeshi commercial movies are not particularly playing an active role to spread cultural and social values. But on the other hand, 20% respondents didn't give any consent regarding these issues. So briefly, according to the received data; Bangladeshi commercial movies has a vis–à–vis role on disseminating culture and socialization.

Disseminating Culture and Socialization

40% 40%

20%

- Agreed
- No Answer
- Disagreed
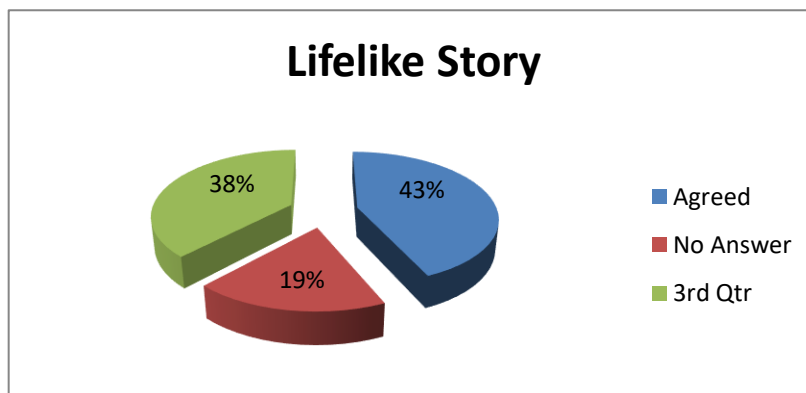
Lifelike Story

According to the respondents the story of Bangladeshi commercial movies are too lifelike story. This research projected that most of the audiences requires being more lifelike story from Bangladeshi commercial movies. 43% of total respondents agreed that stories are much more lifelike rather than other movies. On the other hand, 38% of total respondents supports that Bangladeshi commercial movies has no

Lifelike Story

38% 43%

19%

- Agreed
- No Answer
- 3rd Qtr

relevancy with lifelike story and finally 19% respondents didn't give their consent regarding this issue. Briefly; directors or script writers' emphasis on the engagement of local communities and this is why they select more lifelike stories.

Limitation of the research

Limitations are matters and occurrences that arise in a study which are out of the researchers control. They limit the extensity to which a study can go and sometimes affect the end result and conclusions that can be drawn. Every study, no matter how well it is conducted and constructed; has limitations. Like this; this study also has some limitations. For example this study has been conducted among a selective peoples but it would be better to expand the research among more peoples. On the other hand, some limitations were necessary for the research. As Wiersma stated that; "Because qualitative research occurs in the natural setting it is extremely difficult to replicate studies." So it is obvious that; when study topics being selected and designed; they come with limitations over which researchers have little control.

Recommendation

Based on the findings of this research, it is stated that Bangladeshi youth observes commercial movies when it's available. So despite protecting copyright issues, the authorities should have the necessary platforms to present Bangladeshi commercial movies. As an underdeveloped country; Bangladesh yet to spread high-speed internet and this is another reason needed to take consideration. Another thing is, audiences are not too frequent to watch commercial movies. According to the survey; 59% of audiences are not too frequent to watch Bangladeshi commercial movies. So, film producers need to recover this thing and they have to remember that; audiences are ready to accept some good works. At least 45% of the audiences has stated that actors of Bangladeshi Commercial movies; have performed well in their position. So it means that; there have huge opportunities in this market. One of the most important things is Story making and the study find that majority stands for a positive view that Bangladeshi commercial movies have a good story. So this is also an opportunity to work with it. When it comes to technology; the result is very unexpected. In the era of science and technology; Bangladeshi commercial movies are not getting on track. 62% of audiences advised that to get a position; Bangladeshi commercial movies need to be improved in technological sections.

Socialization is the ultimate target of every commercial movie and Bangladeshi movies are not an exception from them. But unfortunately, survey participants hold these things and they didn't fully state that Bangladeshi commercial movies are not making for developing cultural and social values.

Conclusion

Over the last decades Bangladeshi commercial movies are developing gradually. Though it is started a long ago but the journey was not so smooth. This study picked some major drawbacks of the developments of Bangladeshi commercial movies such as storytelling, derationing, using the technologies and so on. This study also illustrated that Bangladeshi audiences has a great acceptance of Bangladeshi commercial movies. So as soon as movies will be available in different platforms, it will gain its position.

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