Portrayal of Women in Bollywood Remix Songs and its Impact on Youths: A Descriptive Study

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ABSTRACT

Media is a powerful source of information, education and entertainment. The electronic media seems to have become a common platform to entertain the masses since decades due to its wide and vast reach and acceptability. Movies, especially Bollywood remix songs, have successfully penetrated the psyche of the viewers in the country. Some remix songs have offered a portal for entertainment for today’s youths and transformed the way of communication of the younger generations in the country. In spite of the prompt and healthy reach to viewers, remix songs have become a bane for the young generations due to the easiest way to entertain them. On the other hand, it has created a void to depict women as a sexual object to churn huge interest. The remix songs paved way to make movies popular in terms of making profit and leaving an impact on the viewers’ minds to remember the movie for a long span of time. Remix songs have the potential to reinvigorate the worst movies. On the contrary, these songs portray the image of women in a negative tonality, perchance, due to enhance the glamour of the movie and gain profit. Hence, remix songs play negative as well positive role as youths tend to be entangled in a web of melancholia due to supplying bamboozled contents in these songs. Further, as soon as remix songs went hits, youths get energised and it becomes famous in a very short span of time. Keeping in mind the ongoing popularity of remix songs among youths, an attempt has been made in the present study to understand, describe, and analyse the content of five selected Bollywood Remix songs - Mere Rashke Qamar; O Saki Saki; Mebooba; Gulabi 2.0; Engine ki Seeti. Thus, this study aims to analyse the impact of Bollywood remix songs on youths, the most popular remix songs between 2014 to 2018 have been taken into account. The portrayal of women as a sexual and consumable object is also considered for the analysis in the selected Hindi remix songs under study.

Keywords: Hindi Remix Songs, Portrayal of Women, Descriptive Study, Impact on Youths

1. Introduction

Music is the blood of each film. The majority of the people recollect films due to its melodies. Music assumes a significant place to get youngsters and youths energised. Slanting melodies are available all over the place and anybody can hear those tunes effectively through radio, web, chronicles, TV, and so on. Music or songs have the ability to play with one’s emotions or moods. People generally say that whenever they are feeling low or happy or sitting alone, they prefer to listen songs as it helps them to refresh their mood. But the impact of songs on children’s and youth’s behaviour and emotions is of major concern. Sometimes lyrics of songs provoke people to inculcate bad habits like consumption of drugs, alcohol, etc. Lyrics seem to have become as a provocateur to arouse erotic feeling, and intensify the youths for the consumption of alcoholic drugs and violence. Several
researches have reported that exposure to violence, sexual messages, sexual stereotypes, and use of substances of abuse in music videos might produce significant changes in behaviours and attitudes of young viewers. The choice or the preference of music varies from age, culture, ethnicity, and gender in many cases. Females are more likely than males to show their emotions when they are feeling low or down. It has been reported that children between 8 to 10 years of age listen to music an average of 1 hour per day. There are so many studies conducted to explain the relationship between music and behaviour, and some studies showed that there is a connection between music and emotions irrespective of age.

Music assumes an imperative job in a motion picture as it gives amusement and help getting occupied from the issues and tend to alleviate the weariness and stress from one’s life. A few researches have revealed that teenagers use music to manage dejection or enthusiastic status or mind-set. Moreover, music fills the minds of the listeners with enthusiastic posture and help build connections amongst people of multiple characteristics in different circumstances.

The inclination of young people towards music mirrors the degree of fomentation of their formative stage. The young people, especially females, are bound to express their feelings and state of mind through music while other people, particularly males, use music as a stimulant and a supporter of their vitality level. While, others listen music as a wellspring of excitement, and no significance is given to the verses of the music by them all.

This is an established fact that everything has either positive or negative impact in the society. Similarly, songs are created for our entertainment that also showcase the wrong culture like consumption of alcohol, drugs, and alien culture, which promotes the youths get engaged in the consumption of such things.

In case of popular music, the messages transmitted from the video songs are dependent on the age and developmental and emotional stage of viewers as well as the level of exposure.

National Institute of Media in 1999 has done a content analysis on the top 10 CDs, which revealed that each of those CDs include at least one song of sexual content, which means that almost 42 per cent of the content of those CDs are filled with sexual content which is again leaving a negative impression on the minds of the viewers. Lyrics of some songs have been found to revolve around the topics such as sexual promiscuity, death, homicide, suicide, and substance abuse. Now the recent songs having raps are having more sexual content in its lyrics and the messages contained in these songs increases violence, racism, and hatred among the people for each other. Now, the picturization the lyrics of the songs are also influencing the habits of the individuals in the society.

The imaginations and sounds kept in the movies possesses a large impact on how we see the world. Women have been portrayed in Bollywood remix songs in stereotypical roles for years. As we all know that the roles of females have evolved through the years which is now became a debatable topic for the way women are portrayed in today’s media. As per the present research and observation the researcher found that in remix songs women are portrayed negative tonality. Rather, they are just painted as a sexual and consumable object. Due to this, it restricts
the perception of people about the importance and place of women in the society and degrades their image, as such songs does not show their abilities which they hold in real life. There is a complete genre of songs, called ‘item song’, in industry which generally have a showgirl or dancer performing and a predominantly male audience watching, that are deliberately inserted into the film, without having a connection with the concept of the movie. Now, almost every second movie has a remix song and most of them are used as item numbers which are performed by women. The motive of these songs is to hold the interest of the audience by portraying women in a sensual role. Women are not shown in a powerful role, neither in lyrics nor in the videos.

In a country like India where women are treated like Goddess, are now portrayed as sexual objects in movies and songs. The gaze of the audience in such songs is invited to certain parts of the body selectively considered sexual marks like the eyes, the lips, the breasts, the navel, the buttocks and the legs. The make-up techniques include brightly coloured glossy lips, cleavage rouged darker, than the rest of the body, tattoos on the navel etc. The costumes are often dazzling with sequins or a metallic finish, brightly coloured, and revealingly cut. To focus these created body proportions the women are frequently shot either from the low angle or from the high angle to show the cleavage. The choreography of dance is generally done in a way that it has sexual movements with numerous shots of body parts. All these things collectively work as objectifying and sexualizing the body of women to attract male viewer. For example, if I take the example of some remixes like Mit Jaye Gam of Dum Maaro Dum, performed by Deepika Padukone, which is a remake of Dum Maaro Dum song of Hare Rama Hare Krishna movie performed by Zeenat Aman. In the original song there is no such nudity in the picturization but in the remix version the protagonist is wearing a mini-skirt and showing her body as a consumable object.

1.1 Brief Description of Remix Songs

Remix is just a different version of the existing song which is created by adding different music and words or by rearranging the words of the original song. A song can be recreated by playing with its original equalization, pitch, tempo, dynamics, adding or removing the words.

Tom Moulton is considered as ‘The Godfather of Modern Remixes.’ He started his career in 60s by making “remix tapes” for Fire Island Nightclub. He is also known as inventor of ‘Break down.’

Though most of the remixes are recorded in early 2000s like ‘Roop tera mastana’ which is considered as one of the best among all the remixes and with that it introduced the remix and the rap culture in the Bollywood music industry.

The merger of remix songs in Bollywood showed a beginning of new era. These remixes enable us to articulate Hindi film song as a different musical genre which expanded the economics of music industry.
1.3 Impact of Songs on Adolescents and Youths

People are listening songs more because it is available, be it on television, radio, online, or even in the mall. So, the new technologies are allowing adolescents to hear the new music in diverse situations alone or with friends.

When adolescents feel alienated because of their previous failures or problems, they tend to prefer these types of music which might reflect their pessimistic view of life and the world.

Music videos are appealing to all. Considering the effect of music videos on adolescents and youths, it is important to study their effects on a young audience and to be concerned about the messages these music videos promote. Music Videos are primarily classified into performance videos and concert videos. For a performance video, an artist or a group is filmed during a performance, usually a concert, whereas, concept videos tell the viewer a story that may or may not evolve from the song.

In case of popular music, the messages transferred from the video songs are dependent on the age and developmental and emotional stage of viewers as well as the level of exposure. Analysis of the content in music videos is important, because some research has reported that exposure to violence, sexual messages, sexual stereotypes, and use of substances of abuse in music videos might produce significant changes in behaviours and attitudes of young viewers.

Frequent watching of music videos somehow inserts a stereotypical image about women and help develop a concocted belief for these songs in adolescent girls.

2. Theoretical Framework

2.1 Magic Bullet Theory or Hypodermic Needle Theory and Bollywood Remix Songs

This theory came around 1930s which explains that how mass audience might react to mass media. According to the University of Twent in Netherland, this theory means that mass media has a direct, immediate and powerful impact on its audience. In other words, this theory suggests that message is like a bullet which is fired from media gun and it hits the mind of audience directly.

The researcher has tried to exercise this specific theory while conducting a critical analysis of Bollywood Remix songs to ascertain that how media messages have had an impact on the brain of the viewers. The culture shown in the Bollywood Remix songs and the way women are portrayed, to some an extent, hits the minds of the audience and they try to react as desired by the media. By copying the culture glimpsed in these movie songs, consuming drugs and alcohol and objectifying women as a profitable item girl in such songs, the media directly penetrates the minds of the audience and ultimately have had a powerful impact on their cultural advancement.
3. Research Gap

1. There have been several studies done on the Impact of Music on Youths but no study is yet done on the Impact of Bollywood Remix Songs on Youths of India.

2. The Literature Review shows that there have been least studies available to understand the effect of Bollywood Remix Songs on Indian Culture.

3. There are least studies done on portrayal of women in Bollywood Remix Songs.

4. Significance of the Study

Remix songs are actually playing with the minds of the youths as they tend to inculcate the western culture in the minds of youths, due to which people are forgetting their own culture. Girls want to wear dresses like they watch in the movies and songs; boys are copying the party culture from the songs. Indian films, dramas and particularly music, melodies, dance, and sentiments portrayed in the Bollywood Remix songs emphatically undermining our norms, values, and customs. The present study has been conducted to know the impact of the remix songs on younger generations. The researchers have also tried to understand that how the music is impacting the youths to change their lifestyle and why such contents are created that affect the youths in a negative way.

5. Research Methodology

Research Methodology is defined as a highly intellectual human activity that is used in investigation of nature and matter that deals specifically with the manner in which data is collected, interpreted and analysed.

In this research paper Descriptive Analysis Method is used to complete the study. The songs which are used for the analysis are:

Mere Rashke Qamar of the movie Baadshaho;
O Saki Saki of the movie Batla House;
Mehbooba of the movie Fukrey Returns;
Gulabi 2.0 of the movie Noor;
Engine ki Seeti of the movie Khoobsurat;

The Research Design is structured as under:

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6. Research Objectives

In general, the meaning of objective means ‘goal.’ In research it means that what we want to achieve from our research. Without a clear object it is difficult for anyone to conduct a research. Research Objective is a clear and descriptive statement which provides a direction to search the variables.

The objective of study states that what result is required from the study. The main objective of this study is to determine the portrayal of women in Bollywood remix songs and effects of remix songs on youths. The main targeted audience for this research is youths as they are the ones who get influenced easily.

The main objectives of the study are delineated below:

- To analyse the portrayal of women in Bollywood Remix songs;
- To study the impact of Bollywood remix songs on youths;
- To understand the effect of Hindi remix songs on Indian culture;
- To outline the importance of Hindi Remix songs for the promotion of movies.

7. Research Hypotheses

Hypothesis in general means an intelligent guess or perception. Similarly, in research, hypothesis means the formal statement or the prediction of the expected relationship between two or more variables in the study. It gives a clear explanation or the prediction of the expected outcome.

The hypothesis for the research is mentioned below:

1. Lyrics of Bollywood Remix songs portray women as a sexual and consumable object;
2. Bollywood Remix songs promote eve-teasing because of wrong lyrics;
3. Bollywood Remix songs encourage the consumption of alcohol and drugs;
4. Bollywood Remix songs depict the degrading culture of the society due to the depiction of party culture in such songs.

8. Literature Review

As music industry explains Why Bollywood is Recreating Old Songs, an article distributed in The Indian Express, numerous prominent artists, music authors referenced that no music collection is finished without two or three
reiterated melodies, which may have a similar tune and the catch lines. However, its composed paras guarantee that the track loses its substance. The melody should me more engaged than the noise. But old melodies are continuously re-introduced by mixing obscene scenes and fractured lyrics in remix songs these days, younger generation enjoys branded alcoholic beverages in tune with the Bollywood remix songs. Numerous vocalists do not like the manner in which they are represented, as per them it takes the substance of the old tunes and they are made as it has now become one of the primary reasons in the winning of music industry. The music in terms of tunes are fine but when it comes to picturization of the song the quality tends to be degraded. The industry should not forget that while making remix of a song, the remix should not take or destroy the essence or the softness of that song.

According to the views on Mouthshut.com there is no comparison between old songs and their remixes. There are many remixes that marked their presence in the industry and people are really loving and enjoying. On the other hand, when there are remixed showing vulgarity, obscene scenes, loud music and bad lyrics, they degraded the quality of the song. Some people stated that now remixes are the main source of income of Bollywood music industry. Really speaking, it attracts people more because of the recreated music. While, some said that it is completely up to an individual that what he wants to see. In a country like India everyone has the right to express themselves freely, so if a person thinks that these remixes are spoiling their environment or inculcating bad habits or portraying negative culture then kindly do not watch Bollywood remix songs. Everyone has a change button in their remote so they can change their channel or change the music.

According to a research done by Shubhra Chawla, named ‘Changing Lyrics in Popular Songs and Its Impact on Youth’, it is mentioned that though the music is used for entertainment but it is also a very influential medium. The lyrics of the songs are changed so much when compared to the songs made in past. It is mentioned that now lyrics are so bad and they even degrade the image of the women sometimes. According to the research done by Shubhra, she found that youths are badly influenced by the content shown in the songs which impacts their behaviour and thinking, they start thinking that drugs are the solution of their problems. And, as far as the objectification of women is concerned, youths think that women are objectified with low moral values which ultimately degrades the dignified position of women in the society.

9. Critical Analysis of the Selected Bollywood Remix Songs

It is hard to trace the history of remix songs in accordance with classical historical parameters and methodology. It is because there does not exist much literary work in this arena. In fact, remix songs and lyrics itself is a new phenomenon. It has evolved keeping in consideration the changing tastes of the new generations. music and songs.

It is known to all that music and songs are as old as human civilization is. But the music and lyricist kept on adapting percussions. Moreover, the process of globalization has increased the mobility of the people exposing
their ears to the new novel and diverse music and songs across the world. India has been repository many songs, singers, musicians and lyricists over centuries. Many of the religious cultural movements threw enchanting lyrics and songs which the singers sang to the percussions of musical instruments that kept on changing and evolving in accordance with the changing time. The focus of my research on remix is based more on my observation in the fields rather than the literary works which are few and far between.

The analysis is done on the basis of the comparison of Bollywood remix songs with the old songs, portrayal and objectification of women, showing drugs and alcohol culture and lyrics.

- **Mere Rashke Qamar of the movie ‘Baadshaho’**

With regards to Baadshaho’s first tune ‘Mere Rashke Qamar’, the melody proceeded to turn into a hit. The song is casted on Ajay Devgn and Ileana D’Cruz, presenting the romantic storyline and adds a soft touch in the rough story of the movie. The next day of the release of this music, this Sufi track collected as high as 10 million perspectives consolidated on YouTube and Facebook. Within a week the song has crossed 23 million views exclusively on YouTube making it an enormous chartbuster.

It was sung first by Nushrat Fateh Ali Khan, the renowned lyricist sang it in later part of the 20th century- around 35 years ago- as a part of Qawwali and Ghazal. He sang it before the crowd of singers from a stage equipped with traditional table and harmonium. The song was quite popular and Nushrat Fateh Ali Khan sang it at different places across India, Pakistan and Bangladesh, besides many Asian and European countries to regale diverse section of audience. The time kept on changing, the musical instruments kept on evolving and the sets kept on getting smarter with the introduction of technology and digital vehicles but the lustre of the song that Nushrat Fateh Ali sang stayed intact thus, in keeping with the new listeners and audience’s taste it was remixed and used in the film Baadshaho in 2017. The song Mere Rashke Qamar remained in its original form but it was tuned with the new set of music and the taste of the new audience. As a result, the song, apparently, has created wider impact than what its original singer Nushrat Fateh Ali Khan had created by singing from the stages 35 years ago.

With the arrival of internet and digital technology the remixed song - Mere Rashke Qamar is travelling with faster speed than that of its old version did though the stage rendition by mesmeric Fateh Ali khan sahib.

The lyrics in its originality had been evolved to express a lover’s spontaneous liking for her beloved-something to express the proverbial adage love at first sight but while doing the remix and adapting to the new percussions the players have robbed it off its aesthetic beauty. When Rahat Fateh Ali Khan sings it at Illeana D’cruze it sounds more amorous and, in the sense, objectify the women actress to titillate the audience.

In keeping with the business and commerce of the film the song might have been of immense use but the players and the makers of the film should not have compromised too much on the aesthetic sense of the song which was enshrined in the spirit of Sufiism based on pure love and devotion.
So, in general the review of this song is good but if the researchers compare it with the original Sufi Song then it completely spoils the portrayal of women as Ileana D’Cruz is shown in a negative tonality. Whether the lyrics of the song are so meaningful which describes love at first sight, the portrayal seems to be not in accordance with the lyrics.

- **Mehbooba of the movie ‘Fukrey Returns’**

The song is casted on Pulkit Samrat, Varun Sharma, Ali Fazal and Manjot Singh, the club song is a remix of ‘O Meri Mehbooba’ from the movie Dharam Veer which was originally casted on Dharmendra and Zeenat Amaan and sung by Md. Rafi. This new version got the voice from Neha Kakar and Yasser Desai with the rap from Raftaar and this song is composed by Prem and Hardeep. The twist in this song is that the recreators had kept the voice of Md. Rafi in the hook line of the song to give it a retro touch. This song was released in 2017.

People liked this song much because the retro song “Oo meri Mehbooba” has been given a modern touch with amazing rap by Raftaar but again if the researcher compare it with the original song then it may be proved as a disaster. Women seem to have been portrayed wrongly in the song, the culture which is shown in the song leaves a bad impact on the younger generations as somewhere the lyrics are inappropriately delineated and the alcohol and party culture is also given space in the song. As compared to the original song, the remix song has been portrayed as a party song. The lyrics are beautiful but the lustrous portrayal of women ruined the essence of the original song. All the four actors are found to have been placed in the song with the intention to woo girls with their crazy moves.

When the He Man of Indian cinema of 1990s Dharmendra picturised the song in the movie Dharam Veer to express his eternal love for the actress of the film played by Zeenat Aman it became an instant hit. The great singer Mohd Rafi has sung it which Dharmendra had played in the film. Soon after the film got released its lyrics Mehbooba Mehbooba it dominated the lips of the movie buff of that era.

Now, the song Mehbooba Mehbooba has been remixed in keeping with the changing tenor and has been used in the film Fukrey Returns. Its use in remix version in Fukre Returns is apparently of no use. In fact, against Dharmendra using it to cajole her miffed beloved Zeenat Aman in the film Dharma Veer. The Fukrey Returns protagonists Neha Kakar, Yaser Desai and Raftaar have sung it as a party song at a set with alcohol, drugs and everything that present a degenerated or declass scenario of entertainment industry in India.

The song in Fukrey returns has no constructive message to convey and has failed to connect with the creative use. Contrary to it the song has played a great role in presenting Dharmendra and Zeenat Aman playing in the film Dharma Veer as lover and beloved as a role model for 1970s generation of youths. The Dharam Veer number neither objectified a woman nor it aimed at titillating the youths. It had been used simply to convey the message
of how a sincere lover attracts his miffed beloved. On the other hand, its remix in Fukrey Returns has hardly any meaningful message to convey.

- **Gulabi 2.0 of the movie ‘Noor’**

  This reprised version is derived from the movie Noor and this song is casted on Sonakshi Sinha who played the character of Noor in this movie. Gulabi 2.0 is a remake of the song “Gulabi Aankhen” of the movie “The Train”, which was picturized on Rajesh Khanna and Nanda, voiced by Mohd Rafi and penned by Anand Bakshi. Originally it is a romantic song which is transformed into a party song. The film ‘The Train’, which was the remake of Malayalam movie Cochin Express, was actually famous for this song. This remake is voiced by Tulsi Kumar, Yash Narvekar and Amaal Mallik; this song is recreated by Amaal Mallik and lyrics are made by Kumaar.

  If the researcher considers the picturization then the romantic song is completely transformed into a party song presenting the western culture (alcohol and short dresses of women).

  The song Gulabi Ankhen first filmed on Rajesh Khanna to express his love for his beloved Nanda in the film The Train in the year 1970. In the film Rajesh Khanna plays the role of a police inspector assigned with the duty to solve the mystery of a plethora of murders that has taken place in that particular train. Rajesh Khanna has sung to express his romance for the actress Nanda. If the song is taken in isolation - given voice by Mohd Rafi had caught the imagination of the youths of that era. It was quite a popular song of that period.

  It had been remixed and morphed as Gulabi Ankhein into party song and used in the film Noor. The context of Noor is completely different from the mystery of murders that one finds in the movie The Train. It has been collectively sung in the movie Noor by Tulsi Kumar, Yash Narvekar and Amaal Malik. Sonakshi Sinha, who is a stressed woman because of her own workaholic habits and the demand of her industry to stay stress all the time and find such things to de-stress herself immediately, shown in this song. The film uses this song as a party song on the set full with drugs, alcohol, and symbols of alien culture. In the process the song after its remix and use in the new film Noor, nearly fifty years down the line, has lost its original message and context.

- **O Saki Saki of the movie ‘Batla House’**

  This song O Saki Saki re is a remix version of the song from the movie Musafir of Sunjay Dutta, casting Koena Mitra in the original version of O Saki Saki song. The remix is casted on Nora Fatehi who presented this song beautifully by her belly dance; this song voiced by Neha Kakkar and Tulsi Kumar and is composed by Tanishk Bagchi. In this reprised version only, few lines are changed other than that everything is kept same but still it was not able to create the same impression or the better impression in the viewers’ mind when compared to the original song.
Some songs have been remixed and represented with very little variations. For example- the song of Musafir, O Saki Saki, ease a case in point. In the film Musafir actress Koena Mitra had danced to its tune in 2004. Fifteen years down the line, the song has been used in the film Batla House. It is primarily an item number song and has been used in both the films with little variations for the sole purpose of entertainment.

In 2004 itself even though has gyrated on its tune and rhythm and had dubbed it quite messy. She had opined that the song of the film Musafir in particular had criticised it and the film genre in general. Needless to say, the song is not of the great value and had hardly contributed to the quality if it has been used in the recent film Batla House. Using such a song again and again somehow shows the dearth of creative imagination and skill on the part of filmmakers and film directors.

- **Engine ki Seeti of the movie ‘Khoobsurat’**

In the wake of making Katrina Kaif vivaciously driving the watchers on her tunes in ‘Kamli’ in Dhoon3, Sunidhi Chauhan again came out in front of the melodic limits in conveying ‘Engine Ki Seeti.’

The song is created in a way to provide entertainment and enthusiasm to the listeners and the viewers. The music is given by Sneha Khanwalkar and lyrics are composed by Ikram Rajasthani, ‘Engine Ki Seeti’ is a playful and colourful number and the audience have no other option other than enjoy it. Sonam Kapoor, the heart and blood of this song, keeps the song full of energy with her moves and has the capacity to make the viewers dance while listening and watching this particular song.

It is an enchanting folk song from the culture and history of Rajasthan. As in the case with many other folk songs popular in various parts of the rural society it is hard to trace the age of this folk song as it is known to all this song has come from an oral tradition. It apparently is not expected to have a literature in written form. The bards of Rajasthan have been singing it in the deserts and plains of the northern state of India since the time immemorial.

It has been remixed and used in the film Khoobsurat the characters depicted in the film are Sonam Kapoor and Fawad khan. In this movie, the song has been sung in the context of Sonam Kapoor who is the lead protagonist in the film. She resorts to some novel ways to treat her lover’s father without making the latter realize that he is an archetypal patient. In that context the remix of the old folk song of Rajasthan ‘Engine ki Seeti’ has been used to goof effect in the film. Such a remix is always beneficial to the film’s health in particular and entertainment means of the society in general.
10. Findings

As per the study, it has become quite transparent that youths are inclined to listen Bollywood remix songs but not always as it seldom pollutes the minds of the younger generation. Further, the picturization of the Bollywood remix songs affects the behavior of youths and thereby affects the Indian culture also. The women are portrayed in such a negative way that it degrades the image of women in the society. Therefore, people see women as an object instead of a human-being.

After having a critical analysis of Bollywood remix songs, the researcher came to a conclusion that Bollywood should put their hands in old songs to transform it into remix. Presently, remix songs seem to have ruined the beauty of the old songs, there is a dire need to stop making such remixes that exhibit women as an attention seeker and showcase their body as a decorative piece and sexual object. Moreover, the remix of any song is not something objectionable but it should not be carried out to rob the original message of the song.

According to the survey conducted by the researcher, respondents put their opinion that remix songs are more in demand because of the wrongful picturization of women in these songs. The lyrics, hard music and the drug and alcohol culture shown in the songs vehemently transforms the way of living of the youths in Indian society. Likewise, Indian youths like the recreated version of the songs but somehow, they are still connected with the original songs because of its never-ending effects. It is also found from the study that remix songs are playing the role of item songs in Hindi movies. Almost 70 per cent out of 130 people thinks that remix songs sometimes play the role of item songs in a movie whereas around 22 per cent people think that it always plays the role of item songs in a movie. This somewhere manifests that Remix songs are more used as an item number in a movie. This genre of song has impacted not only the Indian youths but also the classical genre, as it affects the behaviour of people. People used to listen classical genre to soothe their mind whereas these remix genres is full of loud music and it hardly soothes the mind of the listeners.

Recommendations and Suggestions

There are some recommendations which require to be incorporated while composing a Bollywood remix song. As the researchers tried all their best to read many articles, journals, studies, theories she came to a conclusion that there is a misconception between the society and the Music Industry. As the people from Music Industry thinks that having party song or an item number with some vulgar lyrics and misrepresentation of women makes a song hit while in reality the people are tired of watching such nudity again and again over the period.

The researchers think that the content of the remix songs should be appropriately incorporated to justify the demand of the movie and not inserted to tarnish the image of women in the society. There should be less sexuality in the remix songs as often the family members collectively sit to watch movies on Television and when such songs are displayed on the television it creates awkwardness among the members of a family.
The researcher also came to a conclusion that music affects a human mind and behaviour, so it should be made and represented in such a manner that it will encourage the viewers rather provoking them to do something wrong. The film industry should make songs for entertainment and abstain to showcase alien culture, drugs, alcohol and objectification of women in these remix songs.

Being a viewer, it is our responsibility to segregate our preferences of watching songs. We cannot always blame the industry for creating obscene contents used in Bollywood remix songs because it depends on the individuals that how much he/she is grasping from the content shown and how much they react to it.

So, it better to choose the content of Bollywood remix songs wisely and should not be influenced by anything easily. It is their work to entertain us but it is up to us that how we are reacting to this entertainment.

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