

## MEANINGFUL RELATIONSHIP OF LITERATURE WITH MEDIA, PSYCHOLOGY AND MARKET

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### ABSTRACT

*This research paper is an attempt to focus how literature is attempting to focus moral values and trying its best to call back happiness to the society with the help of media and marketing. It is also an attempt to focus relation of literature with media, psychology and market.*

**Keywords:** *Literature, Media, Psychology, Market, Multimedia.*

### Introduction

Literature, Media, Psychology and Market seem outwardly different but they are inwardly connected with each other. In these days, especially during this current lockdown period and even in this period of science, technology and multimedia, literature proved to be the magnificent tool of awakening the society and the inner voice of self is to be carefully heard. For living happy and healthy life, literature has played dominant role. It has always tried to shape the society in such a situation to live comfortable life. Literature has always taken care of the society by either praising the ethics and moralities and the people walking on the footprints of the ideals of the society.

### Literature and Media

As literature is one of the ways to express, one may use it for any purpose.

- One may use it to be pleased and make progress of the society, may the people call it propagatory work.
- One may feel to share his experiences so as to awaken the society. As Tukoba the saint of Marathi Literature of Bhakti Movement says...

*"Budati he jana,  
Na dekhave dola"<sup>1</sup>*

He wants the people to be saved frowning drowning.

- River flows but never says that it is going to help the human-beings, it goes on. In the same manner, some of the literature never speaks about its utility. It remains useful for everybody.

Media is property of capitalists, market holders. They produce goods and sell it to the consumers. They select the ideas in favour of them or they wish to communicate. They bring their goods in the rapper of literature. They use pleasant mask and make marketing of their material. So, the writers are invited or searched and conveyed or tie-ups are made to lead bonding together. Writers are assured fame, honours and awards. Sometimes only on the assurance of fame, the authors give their copyright to such masters. They work together and earn. The book sellers may publish books and make marketing which gives them monetary gain. Writers may or may not earn he may sell his intellectually property right of may keep his copy right with himself. The media remains in benefit most of the times and writer, lyricist etc. may suffer financially. Literature not only entertains you but teaches too. It has its own inner motives too. Sometimes people use literature to propagate their ideas and make advertisements of their work. They make literature as an instrument of spreading their ideology, policy, and introduce their products. All the T V Shows begin with a song that focuses the central idea of the show. All the T V Serials and Cinemas have a story which remains backbone of the movies. So, novels, dramas are performed to raise certain images of Gods and Goddesses, Virtuous and Honest people. Multimedia has become most effective tool to propagate ideas.

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News Papers, TV Channels, Cinemas, Advertisements, Multimedia in Computers, Mobiles with Internet and multimedia facilities are certain media that effectively use literature.

Some of the newspapers publish Sunday Supplements providing scope of literature and culture. As long as the writer is writing in favour of the master he is allowed, favoured and honoured. Suppose, he raises reality that is difficult for the master to digest, he may be kicked out which is a harsh reality. Pleasing the power, one may remain in the limelight for sometime but not forever. To have stability, one has to remain firm with one's own ideology. One Marathi proverb is very interesting...

*"Halya doodh deto ka  
Tar hoy Malak !"  
"Does the he buffalo give milk,  
Yes Master !"*

This is a great risk for the reality to grow. Most of the opportunists follow this policy. Truth remains alone. Master of any field and more specially, media wish to have blind supporters.

Nagraj Manjule's Use of Media for Social Cause: Nagraj Manjule is now known to everybody today because of his celebrated movie 'Sairat'. It has changed the image of Marathi Cinema. Once upon a time, he was Dada Kondke whose every movie was most successful to that we call golden jubilee cinema. Now the man is Nagraj Manjule whose all the three movies and a short film remained most popular among the Indian and abroad viewers. It has become trend setter. The story, songs, language, dialogues, scenes, situations, selection of characters almost all have created a great impact upon audience. His movies are dubbed and remade in other languages because it was a different theme and different purpose. Manjule has by purposely created these movies to reflect the inner realities of Indian culture. He has focused caste system and its evil impacts on the life of the people.

Nagraj Manjule is related to the world of cinema in India, specially in Marathi language. He has come from Jeur Dist. Solapur. He has worked as "director, actor, producer, script-writer, poet, screen-writer and film maker."<sup>2</sup> He has come from wadar community which is one of the Dalit castes in Indian Hindus. Naturally his suffering due to caste has made him suffer a lot and rebel against the humiliating caste system. Being inspired by Dr. B. R. Ambedkar's philosophy, Nagraj has dug out Dalit consciousness through his short films and cinemas. His cinema creativity is very closely connected with his personal experiences. His psychological involvement can be easily seen in his work. He has read the face of the time too due to which Indian market of cinema is captured by him. He has also given great literary content through his scripts written by him, due to which his cinema has the touch of literature.

'Pistulya', 'Fandry', 'Sairat', 'Naal', 'Pawasacha Nibhandh', 'Jhund' are the movies in which Nagraj has something to say, something to raise, something to make us realize, make us think about Indian society which is based upon the foundation of caste. Caste has yet not gone from the mind of Indian man. Yet people suffer due to profession, food, work, culture one carries.

- 'Pistulya' is Manjule's first short film released in 2010. It is in Marathi language having been written, directed and even acted. It focuses poverty of Kaikadi community living at the outskirts of village in utter poverty. "Pistulya is a reflection of his felt experience". It is an urge of a Kaikadi boy but because of caste and poverty he could not enjoy education.
- 'Sairat' is the highest grossing Marathi film of all the time." It describes Caste discrimination and honour killing still found in India today. It also focuses role of woman in India in the face of Archie who is Archana Patil, who is a female protagonist. It has strongly raised the issue of inter-caste marriage which is yet not digested if the girl especially comes from upper caste. The protagonist love marries the lower caste by named Parshya and faces a lot of problems.
- Nagraj Manjule's 'Naal' is movie which has a very sensitive issue of the search of real mother by a small boy. He lives with his family having members as grand-mother, mother and father. A small, very innocent child loves his family and attends school and plays with his friends. He does not know that his mother at home is step-mother. One day his maternal uncle comes and tries to tell him about his real mother who does not live with the boy. From then the boy is emotionally disturbed and tried to search his real mother. He could not see her when she had come for the funeral of grandmother. The boy is neither able to say anything to his father or step-mother. His emotional disturbances are very keenly records where we realize the suffering of mother and the step-son. The movie takes us to real life experiences of the rural life culture of the Indian families where morality is supposed greater than anything. Nagraj has played role of a very sensitive father, and husband. The small boy and his mother are the back bone of the movie. Finally the boy comes back to his step-mother who really loves him and looks after him.

Though this movie does not provide him financially success as compared to 'Sairat' and 'Fandry', it shows Manjule's social commitment to pay for.

- '*Pawsacha Nibandh*' is a short film of Najraj Manjule which shows a school boy asked to write an essay on rain. He has come from a poor family and records his views as he sees in his personal life. The suffocation of his mother, irresponsible drunkard nature of his father is seen by him. The rain that falls on the hut does not give him pleasure. On the other hand he finds the tourists coming from upper class are able to enjoy rain. He is unable to match the caste and class that makes an impact upon his mind. He is impossible to enjoy rain because of poverty, father's irresponsible nature, mother's humiliation. Beauty and reality of rain is shown through this short film. Here again involvement of the personal psychology of Nagraj Manjule can be seen playing important role.

After the screening of Pawsacha Nibandh, Manjule remarked, "Rain can be romantic but only for those who are comfortably confined in their houses."<sup>3</sup>

### Literature and Psychology

As literature is supposed mirror of society, it reflects reality. Writer has his own way to look at society and he interprets things as his conscious tells him. Most of the times he tries to connect present with the past and brings before the inner realities of the society. He tries to co-relate all the times and either makes the readers please or suffer. The way writer interprets realities, truths, facts and findings, makes him in favour of this and that. It shapes writer's identity as Marxist, Colonialist, Feminist, Structuralist, Modernist, Post-modernist, Post-structuralist.

On the part of author, happy psychology creates happy literature and unhappy psychology creates unhappy literature. What state of mind does the author belong causes mood of literature. His family, educational, professional, ethical background makes an impact upon his creativity. It is needed to go through the biographical background, psychological background and the time and place from where he comes. What sort of atmosphere is created also makes an impact upon the creation of the author.

- During 16<sup>th</sup> century almost every poet tried to write sonnet and opened their hearts to express their emotions of love. They used sonnet as medium to convey their affection for their beloved. William Shakespeare wrote 154 sonnets out of which 121 sonnets speak about Shakespeare's love for Dark Lady and friendship with Fair Youth.
- During 17<sup>th</sup> century John Donne wrote Holy Sonnets. Initially, his metaphysical love poetry had fascinated the readers due to his metaphysical conceits.
- In 18<sup>th</sup> century, John Dryden and Alexander Pope wrote poems of the type of satire. Dryden's '*Absalom and Achitophel*' reflect religious, social and political image of the time. Pope defined happy man and tried his best to teach the very essence of man to be aware of his greed responsible for destruction in human life. If man lives in limit, he is impossible to be unhappy.
- In 19<sup>th</sup> century, Wordsworth and Coleridge introduced Romanticism. They strongly rejected rigidity of metrical skeleton that does not allow the poets to breath freely. They supported spontaneity and then tranquility too. Fresh nature poems of Wordsworth make us happy to realize happiness in the company of nature. Daffodils and '*Solitary Reaper*' are the poems which reflect freshness and beauty of nature. Reaper's character brings back attention of the readers towards the working class girl to be beautiful. The only princess is not beautiful but the beauty in work and your artistic involvement in your work. Coleridge reflected mystic nature in his poems like '*Kubla Khan*', '*Ancient Mariner*' etc. John Keats wrote meaningful poems in his brief life. His Odes made him immortal. '*Ode on Grecian Urn*' redefines beauty and truth by saying-

*"Beauty is truth, truth beauty". - that is all  
Ye know on earth, and all ye need to know"*<sup>4</sup>

- During Victorian period Robert Browning introduced Dramatic Monologue and moved poetry inward in the period of materialism.
- In 20<sup>th</sup> century world witnessed World War which caused unrest. Lakhs of people were killed and fear established in society. The writers of literature strongly recommended love, peace, and universal brotherhood. '*The Waste Land*' by Eliot won Nobel Prize and advocated peace and not the war. W B Yeats' poem '*A Prayer For My Daughter*' reflected fear of war and love for daughter. On the background of war, the poet is highly disturbed and makes prayer that his daughter may survive and live happy and prosperous life.

This is how, place, time, situation impress literature and novelty and surprise and generated.

### Literature and Market

Market is the place where everything is sold. "It is a place where people go to buy and sell things."<sup>5</sup> The owner will decide the cost and consumer will buy. The quality of the material will matter most for its selling. When we talk of literature, it is sold in the form of books, CD's, Cinemas, Serials, etc. It may also be made available on internet through various websites, Youtube videos, Facebook, Blogs, WhatsApp etc. If it is quality material it will be taken for movies to be made and songs to be prepared. Market seems open for all but it has its own strategy. Products of agriculture face difficulty when the products are of the category of vegetables.

Marketing doesn't mean only earning money. Sometimes one has to accept loss for social cause. Every activity does not give you material gain. "Marketing Literature is also known as collateral can give your small business credibility, reinforce your brand and create a lasting impression on your costumers."<sup>6</sup> This credibility is captured by Indian scriptures shown on Door-Darshan before 2 to 3 decades. Sometimes material that is very popular in market is because of demand. During Lock time people demanded *Ramayana*, *Mahabharata* and Wine. *Ramayana* and *Mahabharata* is the demand of Hindu people and majority is of Hindus in India so the Govt. started these TV Serials once again as the Govt. wanted people to stay at home and save life of people of the nation. On demand of Raj Thackeray who raised issue of financial source of the state. Even the National Govt. took decision and opened the wine shops. What market needs is to satisfy their anger against gundaism the South Indian movies are created. These movies show loud voice of political and social injustice suppressed by police force very hard heartedly. The protagonist in the dress of Police Officer has become craze among even small children. Loud shoutings, killing with wild weapons, bomb blasts, accidents, use of high sounding phrases, colourful cloths, fashions, big bungalows, cars, supporters with guns etc. People clap when the hero is brutally beaten and finally justice is given either by court or the police at its own risk. This has become fascination among the young generation that demands justice. Almost all T.V. channels of South Indian movies show this type of movies which do not take care of introducing classical themes, songs and music which may prove medicine of the heart. As is the society demand, the market makes the material. Market has nothing to do with professional ethics. Even though marketing, it needs to obey moral values as marketing makes impact on society. People buy those things which are available. If the things of quality are not created from where lyrical beauty will come? From where will come the peace of mind? Love, friendship, respect for each other have come to an end. Everybody is running behind material gain. How will spiritual awakening take place? Who will awaken the society? We need people who may contribute to the creation and develop the value system. Nobody will do the business of loss. But to gain profit only, one should not write, create, make baseless literature and even movies.

### Summing Up

As literature is product of human society and it has human feelings, emotions and thoughts, it has to walk hand in hand together with media, psychology and market of society.

- Writers have to adjust their wills and wishes to the need of media. Media helps you to reach people through radio, T.V., Cinema, Serials, Mobile, Multi-media etc.
- Writer has to walk with psychological needs of the society. People want entertainment so that type of literary product is provided may that be of vulgar level. As the cultured audience is very few in number, it does not benefit to the producer. His financial earnings do not take place so they do not support such thought provoking ideas and dreams. Most of the dream projects of quality writers are still there in their hearts.
- 'As you sow so shall you reap' is a proverb. So, market, psychology and media have to think what to sow and what to reap?
- Society needs mercy, pity, peace and love. It needs love and friendship. It needs to be freed from the dirty intentions of the only profit earning psychology of writer, director, producer, music, actors and actress.

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