



## Culture of Hindi Cinema: Decoding Narratives in a Social Context

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The widespread influence of Hindi cinema has been remarkable over the past three decades, transcending language barriers and national boundaries. An evident question arises: what is the cause behind this remarkable admiration? This question gains even more significance when we acknowledge that Hindi has limited presence beyond India's borders. The answer lies in a crucial aspect of Hindi cinema's narrative culture, particularly the role of songs. This research paper seeks to comprehend the distinct characteristics of Hindi cinema songs from the 1960s and 1970s. Amidst various dimensions, the most noteworthy is the portrayal of love in the narrative. While the concept of love might appear common, the treatment of love in Hindi film songs is exceptionally unique. These songs reflect a significant part of Indian culture and mindset. The depiction of love's yearning in times of separation is especially distinct. This paper aims to delve into the essence of the idea of love as portrayed in these songs, providing profound insights into Indian culture through the lens of love. These songs can be considered among the greatest works of literature, showcasing the imagination of love in its fullest form. The narrative style in Hindi cinema finds parallels in the Bhakti Movement within Hindi poetry, offering a philosophical exploration of love in an era dominated by rationality, prioritizing emotional connections over purely rational approaches to love. Unlike Greek classics, which often end tragically, Indian classics tend to have an optimistic conclusion, reflecting a hopeful perspective on life. In essence, this paper suggests that human life and the human mind possess depths far beyond what we know, and humans are paradoxically both logical and irrational beings.

**Keywords:** Bhakti movement, Culture and love, Hindi Cinema, Hindi Poetry Literature, Human life

