

Popularity of Punjabi Comedy Films among Youth

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Abstract

Punjabi cinema for once has come out from the Sarsonkeket and is exploring hot spots of youth such as universities. For once, it is making the jatt fall in love instead of making him fight with a gandas. JattJeonaMaur, Jatti Da Badla etc. Punjabi cinema has revolved around the handsome jatt, till someone sent him packing to Canada where he had to deal with a lot of things. Punjabi director's encased the situation by translating them in movies like Asa Nu MaanWatnan Da, Kabaadi, Jag JeondiyanDeyMeley, till the time it was decided no more. Now, the jatt would go back to his college days, fall in love, hang out with friends and participate in youth festivals. This has opened a new chapter in Punjabi films, Navaniat Singh one of the directors who has introduced different jatt in this era. This is when Punjab and Punjabi film fraternity decided to go young, happy and joyful with movies like Mel KaradeRabba, Dharti, Saadi Love Story, YaarAnmulle, Burrah, Tumera 22 main Tera 22etc. It is the newness in Punjabi cinema that has caught the fancy of audiences, the actors and the producers alike and this newness has come in the form of comedy. Today, Punjabi film makers are exploiting humor to gain popularity and revenue. Now- a -days, everyone is laughing their way to success at the box office which pretty explains the popularity of movies based on comedy.

Keywords: *Punjabi Movies, Youth, Popularity, Budgets, comedy*

Introduction

Big budgets have entered Punjabi cinema. From a budget of Rs 25-30 lakh, Punjabi films are now being made on a grand scale that is of Rs 5-6 crore. Now producers and distributors are taking their films beyond Punjab borders. Now, the directors, actors and producers can hear the 'laughter of money' more clearly. Anurag Singh had never imagined comedy genre would hit it off so well with Punjabi's as well as non -Punjabis. For instance Mehar Mittal is an Indian Punjabi actor and producer. He is known for playing comic roles in Punjwood films. He has worked in over 100 Punjwood films in his career spanning three decades. Over in Punjabi Cinema ,not even the n number of international clones, can match up to this man's amlu way of life, absolutely crazy antics and amazing sense of timing, which is the first and last rule of comedy.

Significance of the Problem

Today, Punjabi comedy films have hit the Rs. 30 crore clubs. The figure stands meekly in front of the Rs. 100 crore that Bollywood is raving about. However it is a commendable job done, given the fact that the only figure heard of in the context of Punjabi films was Rs. 30 lakh. New-age Punjabi comedy cinema has created a splash with many new ventures. Successful productions like **Carry on Jatta**, **Yaar Anmulle**, **Saadi Love Story**, **Tu Mera 22 Main Tera 22**, and **Singh vs. Kaur etc.** have done a business of anything between Rs 20 and 30 crore setting benchmarks for future.

Objectives

1. To analyze the popularity of comedy movies among university students.

Time Span of the Study is June 2019

Research Methodology

Survey method was used to find answers to research questions and written scheduled approach was followed for the study that is the objectives, designs, sample and questions are predetermined. For this survey closed – ended questionnaire with the formal set of questions was prepared. In this questionnaire three ranks (1, 2, 3) were provided for every question. Rank 1 stands for 1st preference, Rank 2 stands for 2nd preference and Rank 3 stands for 3rd preference.

The total 50 respondents were selected for the research study from the Punjabi University Patiala. In this 25 respondents were male and 25 respondents were female respectively. The respondents had to fill the questionnaire according to their preferences.

All the respondents such as male and female were educated and belonging to the age group of 18-25 years.

1. Box office hit movies from (2009 to 2018) according to the preference of Male and Females:

There are total 20 movies of the year (2009 to 2018) which are box office hit and on the basis of these movies 25 males and 25 females respondents are asked to fill and mark the questionnaire according to their preference 1,2,3. Each rank is further divided into sub rank categories of 1,2,3.



In this question names of thirteen movies were given which were the selected by the researcher for her research study. In this question both females and males are asked to mark and fill the rank according to their priority and preference.

a) According to Females:

Box office hit movies	Ranking of respondents	Percentage according to ranks
Carry On Jatta	1) 11	1) 44%
	2) 10	2) 40%
	3) 2	3) 8%
JihneMeraDilLutea	1) 10	1) 40%
	2) 9	2) 36%
	3) 2	3) 8%
Mel KaradeRabba	1) 9	1) 36%
	2) 8	2) 32%
	3) 3	3) 12%

Table No. 1

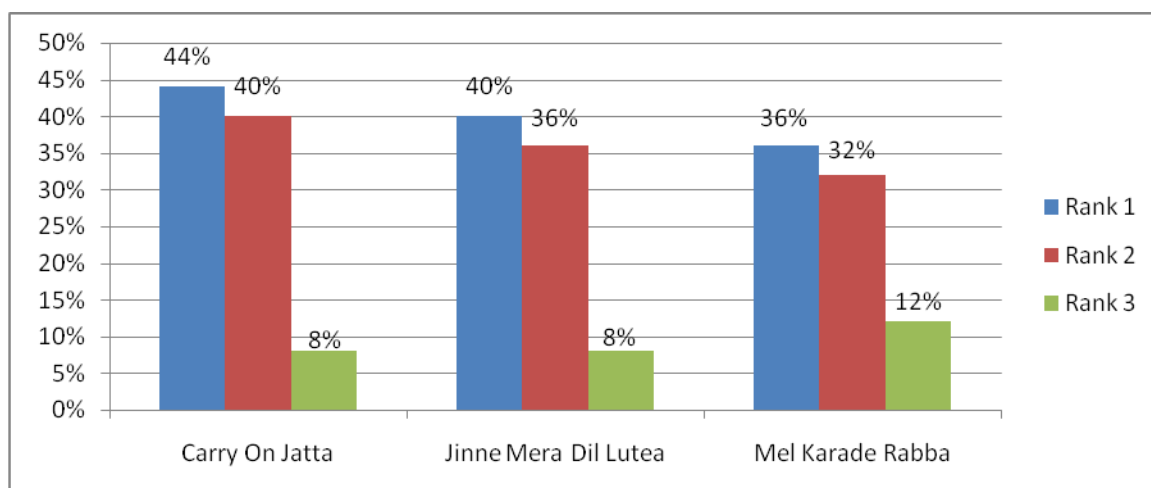


Figure 1.1

Maximum of the female respondents selected Carry on Jatta movie as their first preference. Smeep Kang’s blockbuster hit Carry on Jatta released in 2012 with Rs. 5 crore budget and earned Rs.35 crore from box office. Punjabi actor GippyGrewal and actress Mahie Gill played main role in this movie. The comedy characters were played by Binnu Dhillon, Jaswinder Bhalla and Rana Ranbir. The researcher also observed that these respondents like this movie because of its good quality dialogues and comic characters.



As per the report published by FICCI in ‘Film Industry in North India: Reaching new heights- Deloitte’ states that Punjabi film industry is dominated by light hearted romance comedies which are widely accepted by Punjabi youth. Typically a commercial film generates 70-90 million at the box office. A critically acclaimed film generates around 100 million at the box office. A film clocking more than 150 million is considered a block buster. Punjabi as a language has achieved exposure at a national level through representation in mainstream Hindi cinema and popularity of Punjabi music across India. Punjabi language has similarities to Hindi and is relatively easier to understand than several other regional languages.

b) According to Male:

Box office hit movies	Ranking of respondents (25)	Percentage according to ranks
Jatt and Juliet	1) 15	1) 60%
	2) 4	2) 16%
	3) 6	3) 24%
Carry On Jatta	1) 9	1) 36%
	2) 9	2) 36%
	3) 7	3) 28%
JihneMeraDilLutea	1) 9	1) 36%
	2) 7	2) 28%
	3) 4	3) 16%

Table No. 1. 2

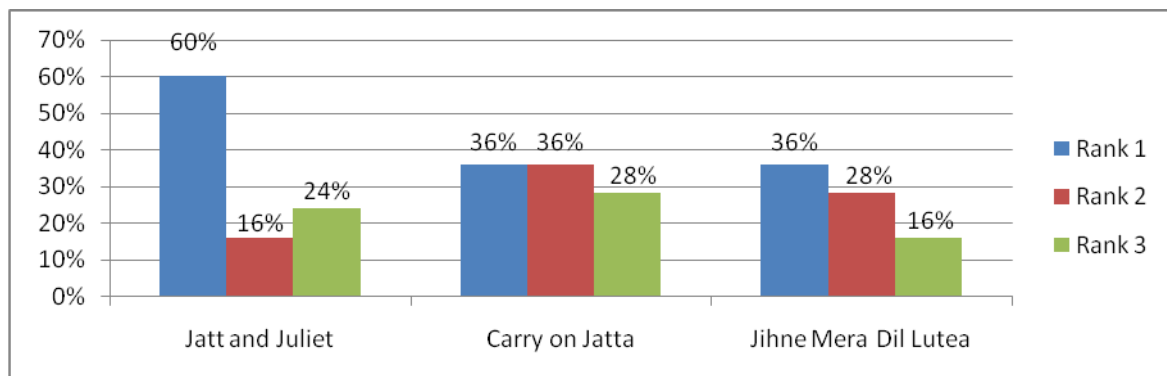


Figure 1.3

The respondents selected these movies on the basis of their priority out of 20 movies. More than half of the male respondents selected Jatt & Juliet movie for the Rank 1. Anurag Singh's Jatt & Juliet (2012) earned 32 crore with the 3.5 crore budget and remained super hit on box-office. The researcher observed that majority of the male respondents love to listen this movie's romantic songs. All the songs were sung by Diljit Dosanjh. According to the Roger Ebert in many romantic comedies the "concept of a Meet Cute" as "when boy meets girl in a cute way", the potential couple comprises polar opposites, two people of different temperaments, situations, social statuses, or all three, who would not meet or talk under normal circumstances, and the meet cutes' contrived situation provides the opportunity for these two people to meet.

Smeep Kang's movie carry on jatta (2012) preferred by 36% of the male respondents. This movie earned 35 crore on box-office with 5 crore budget. Gippy Grewal and Mahie Gill played a major role in this movie. Most of the Comic characters participated in this movie such as Binnu Dillon, Jaswinder Bhalla, Gurpreet Ghuggi, B.N. Sharma, Karamjit Anmol and Rana Ranbir. Navdeep Singh's Jihne Mera Dil Lutea (2011) movie preferred as Rank 3 by the male respondents. This movie also earned 12.50 crore with 3 crore budget. Therefore it can be said that Punjabi comedy movies are popular among youth.

2. Most popular dialogues remembered by males and females

In this question researcher selected 25 most popular dialogues out of nine movies and asked the both male and female respondents to mark and fill the rank according to their preference and remembrance of popular dialogues from the nine movies.



a) **According to Females:**

Dialogues from the movie	Ranking of respondents(25)	Percentage according to ranks
Saaligandiauladnamajanaswaad	1) 10 2) 7 3) 3	1) 40% 2) 28% 3) 12%
Ehdi ma ne patanikehriafeem di dalikhakeehnujamea, ehdenal de afsarlgeeehh hale manje nu e lagea	1) 10 2) 7 3) 2	1) 40% 2) 28% 3) 8%
Asitelatabahwantodnjogaw ahhrishterushtenitutedesadekolo	1) 10 2) 5 3) 3	1) 40% 2) 20% 3) 12%

Table No. 2

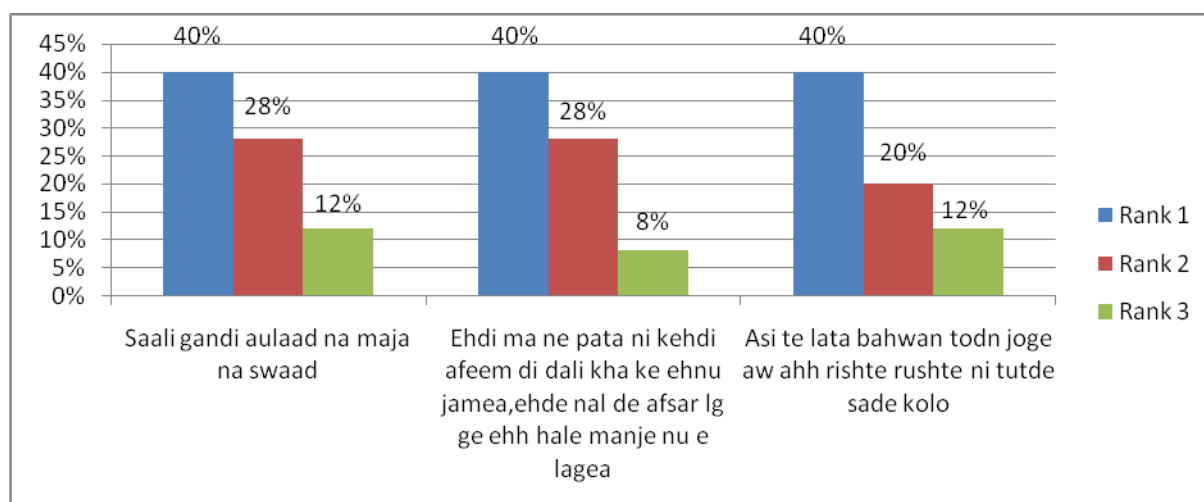


Figure 2.1

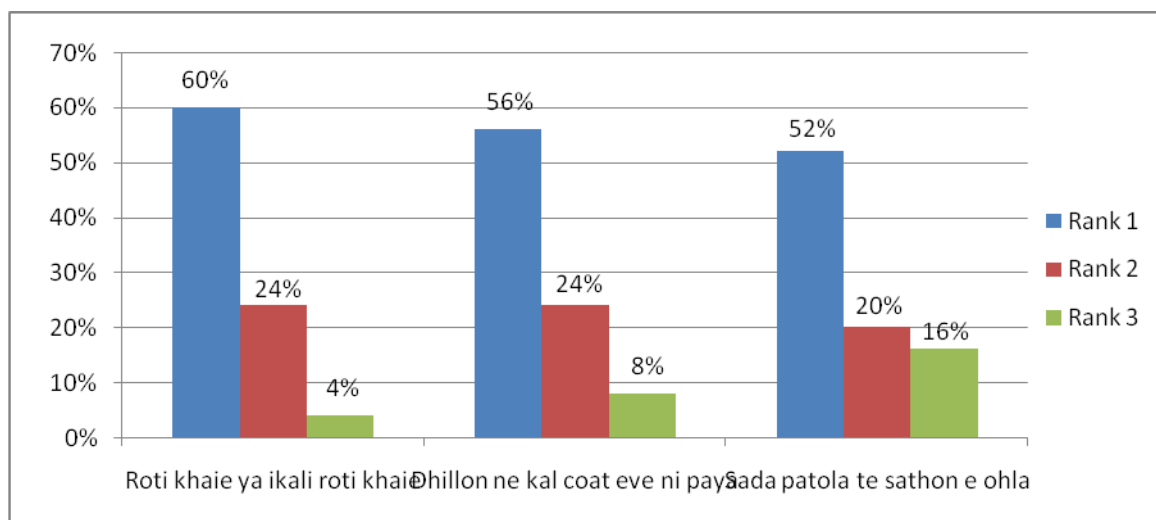


On the basis of priority out of 25 dialogues majority of female respondents selected the two dialogues such as “Saaligandiauladnamajanaswaad” said by comedian JaswinderBhalla and “Ehdi ma ne patanikehriafeem di dalikhakeehnujamea, ehdenal de afsarlggeehh hale manje nu e lagea” said by B.N. Sharma from the same movie Carry on Jatta. The famous dualogue “Asitelatabahwantodnjoge aw ahhrishterushtenitutedsadekolo” said by Jimmy Shergill from the movie Mel Karade Rabba is preferred by female respondents.

b) According to Males:

Dialogues from the movie	Ranking of respondents(25)	Percentage according to ranks
Roti khaieyaikali roti khaie	1) 15 2) 6 3) 1	1) 60% 2) 24% 3) 4%
Dhillon ne kala coat eve nipaya	1) 14 2) 6 3) 2	1) 56% 2) 24% 3) 8%
Sadapatolatesathon e ohla	1) 13 2) 5 3) 4	1) 52% 2) 20% 3) 16%

Table No. 2.2



On the basis of priority out of 25 dialogues majority of male respondents selected the dialogue “Roti khaieyaikali roti khaie” from the movie JinheMeraDilLuteaas Rank 1 .This dialogue is said by DiljitDosanjh to GippyGrewal in the movie. The male respondents selected “Dhillon ne kala coat eve nipaya” dialogue said by Jaswinder Bhalla from the movie Carry on Jatta as Rank 2.The another dialogue “Sadapatolatesathon e ohla” dialogue from the movie Mel KaradeRabbaconsider as Rank 3 by the male respondents.

The great dialogue is one of the great pleasures of the movies, and it’s often one of the most memorable elements of a film.Dialogue will reveal character, both in what is said and how it’s said. The dialogue will reveal immediate needs and desires, but it also reveals background, education, social class and a host of other attributes. The interplay between the characters will reveal their relationship and power balance.Great dialogue makes it seem effortless and memorable. It will be surprising, insightful, and original. And it will reveal the unique voice of its characters.

3. According to Males and Females best comic role in Punjabi Movies.

In this question researcher provide the names of 12 comic characters out of thirteen Punjabi movies and asked to both the male and female respondents to fill and mark the rank according to their preferences and priority among other characters.

a) According to Females:

Best comic role	Ranking of respondents(25)	Percentage according to preferences
Binnu Dhillon	1) 17	1) 68%



	2) 3	2) 12%
	3) 3	3) 12%
Jaswinder Bhalla	1) 15	1) 60%
	2) 4	2) 16%
	3) 3	3) 12%
Gurpreet Ghuggi	1) 11	1) 44%
	2) 9	2) 36%
	3) 1	3) 4%

Table No. 3

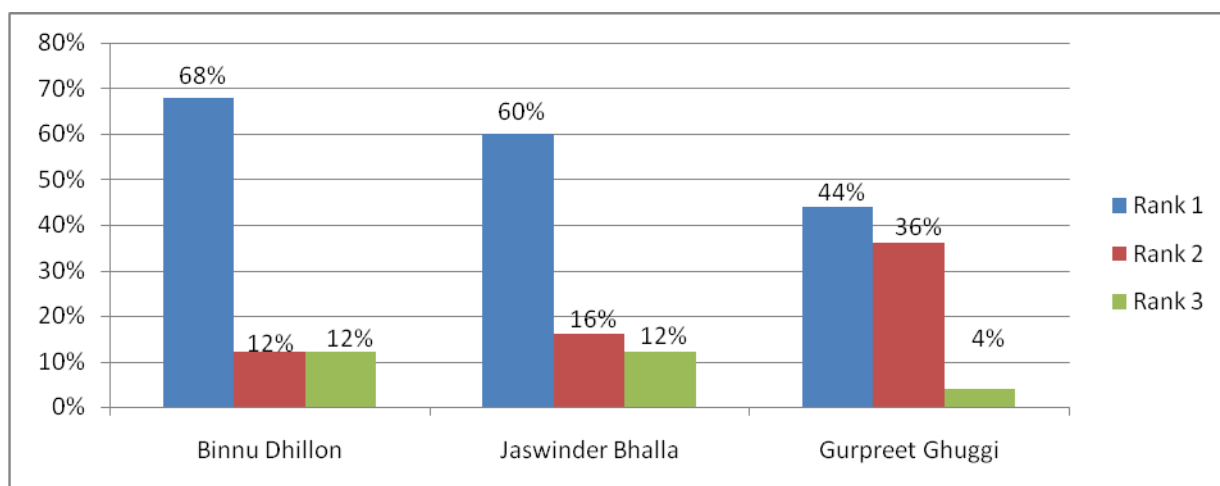


Figure 3.1

Majority of the female respondents selected these 3 comic characters on the basis of priority out of 12 comic characters. Female respondents selected Binnu Dhillon as best their best comic character as Rank 1. Thus the data shows that popularity of Binnu Dhillon is much higher than Rana Ranbir and Karamjit Anmol etc. The female

respondents selected Jaswinder Bhalla for the Rank 2. However Gurpreet Ghughi consider as the Rank 3 by the female respondents.

According to theKatz Ephraim(2001) in his book Encyclopedia of film making explained the many film genres, effects and forced perspective that can be used to visual-comedy effect.Typically, an object or character is portrayed in a scene, its size defined by its surroundings.A character then interacts with the object or character, in the process showing that the viewer has been fooled and there is forced perspective in use.

a) According to Male:

Best comic role	Ranking of respondents(25)	Percentage according to preferences
Binnu Dhillon	1) 16	1) 64%
	2) 3	2) 12%
	3) 3	3) 12%
Jaswinder Bhalla	1) 15	1) 60%
	2) 4	2) 16%
	3) 2	3) 8%
GurpreetGhuggi	1) 10	1) 40%
	2) 9	2) 36%%
	3) 1	3) 4%

Table No. 3.2

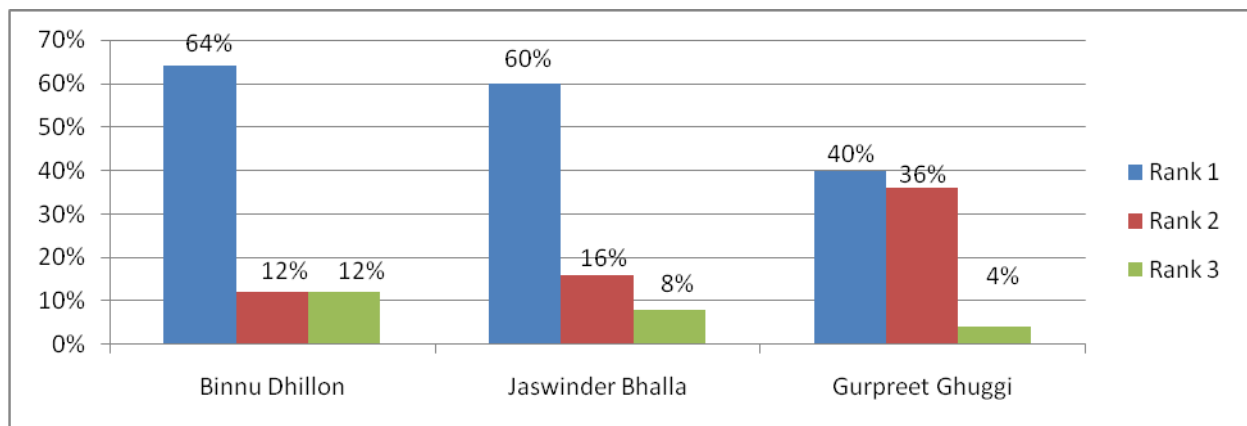


Figure 3.3

Majority of the male respondents selected BinnuDhillon as their favorite comedian out of the 12 comic characters and provide Rank 1. They selected Jaswinder for the Rank 2 and GurpreetGhuggi as their Rank 3 respectively. According to Ben Fritz in his article 'Traditional Comedies' Misfortunes Are No Laughing Matter' for Hollywood published in Wall Street Journal (2018) states that comedies are struggling for oxygen at the box office, caught between superhero sequels that integrate laughs and a vast buffet of stand-up specials, sitcoms, amateur pranks and original films on digital services like Netflix and YouTube.

Conclusion

Yes, Punjabi Comedy movies are very popular among students of Punjabi University, Patiala. Punjabi cinema has seen a revival with more releases every year with bigger budgets, home-grown stars and Bollywood actors of Punjabi descent taking part. The people of Punjab are fond of watching these movies. The researcher reveals that the variety of dialogues and role played by the each comedian in the various Punjabi Comedy movies are still remember by the respondents. The respondents love to watch their favorite movies such as 'Carry on Jatta' and 'Jatt & Juliet' again and again. Binnu Dhillon is the best comedian for both the male and female respondents.

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