

## Hindi Film Songs: Transcend Visa, Language and Culture

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### ABSTRACT

In current digital scenario information can be translated and transferred throughout the world with the blink of the eyes. The paper does not talk merely on the translation of the text but also of transcending consciousness through the availability of content globally. People of any nation are not stick to their country but are globally spread. And the translation of the feeling or sensibility links them to their nation sturdily. For getting the objective, the paper approached conscientious analysis of Hindi Film songs in terms of literal translation, global accessibility and popularity of lyrics and music, i.e. *Mera Joota hai Japani*; *Jai HO!* Hindi Film and its song is one of the strongest mediums to peep into the life of people and nation. It has a set structure of storyline with dialogue and songs. Song is the signature of Hindi cinema; it celebrates human emotions in different shades. There is variety of songs that ranges different aspects of human life i.e., luxury, anxiety, politics, education, festivals, party, fight, religion and many more. In other words, songs are one of the sources to reflect the cultural variety of the nation. The content of the song cannot escape from the cultural set up of a country. It reflects current social, political set up and trends of the time. Hindi song is one of the genres of Hindi film which indicate towards the changing norms in Indian culture as well.

Hindi Film Industry is very rich in terms of the representation of national sensibility as whole. It is globally celebrated. Song is one of the signature characteristics of Bollywood and it caters a resource for the celebration of human emotions too. There is lots of translation of regional film industry songs into Hindi songs as well as Hindi film songs into different Bhajan and local “Mahila Sngheet”. Hindi songs also give reason to feel proud and provides occasion to celebrate for NRI. There are number of the songs which have been enjoyed globally i.e. Awara Hun, I am Disco Dancer, Chal Chhainya chhainya chhainya chhainya!

**Keywords:** Songs, Transcending, Bollywood, Visa, NRI, Celebration.

Almost all the countries of the world have three common things Visa, Language and Cultural identity, these factors play crucial role to get familiar with other parts of the world. Visa provides permission to enter in the territory of foreign land, familiarity with the language eases verbal communication and awareness of culture makes things acceptable. But an imperial analysis on songs unfolds the fact that these barriers are not common with songs. Songs can transcend the barrier of Visa, language and culture, it has unique universality with the running emotions in humanity except few differences. In current century technological growth and internet facility have shorten geographical map, which played vital role in transcending songs throughout the world. There is no doubt about the popularity of English songs in the world, but Hindi songs have also surpassed its territorial barrier and became one of the most popular and cherished medium of entertainments and celebration of human emotions. For observing the objective, the paper makes conscientious analysis of Hindi Film songs in terms of literal translation, global accessibility and popularity of lyrics and music, i.e. Mera Joota hai Japani; Jai HO! Hindi Film and its song is one of the strongest mediums to peep into the life of people and nation. It has a set structure of storyline with dialogue and songs. Song is the signature of Hindi cinema; it celebrates human emotions in different shades. There is variety of songs that ranges different aspects of human life i.e. luxury, anxiety, politics, education, festivals, party, fight, religion and many more. In other words, songs are one of the sources to reflect the cultural variety of the nation. The content of the song cannot escape from the cultural set up of a country. It reflects current social, political set up and trends of the time. Hindi song is one of the genres of Hindi film which indicate towards the changing norms in Indian culture as well.

For proper analysis the paper aimed to see different genres of the songs including multiple perspectives like language, current trends, international impact, patriotic content and musical impact. Here, I have listed more than dozens of songs for the purpose. The study starts with one of Meera Bai's Bhajan मेरो तो गिरधर गोपाल दुसरो न कोई/ जाके सर मोर मुकुट, मेरो पति सोई (I am in devotion of Girdhar Gopal, none else is mine/ he put peacock feathered crown, he is my husband), there are other bhajans of Meera which have succeeded the test of time and stayed in the heart of devotees and use to play in temple and sung in Pravachan (spiritual gathering/preaching) throughout the world. In same series no one can deny the popularity of हरे रामा हरे रामा, रामा रामा हरे हरे! हरे कृष्णा हरे कृष्णा, कृष्णा कृष्णा हरे हरे ! (Hare Rama, Hare Rama, Rama Rama Hare

Hare! Hare Krishna, Hare Krishna krishna krishna Hare Hare!!) This song is from the film *Purab Aur Paschim*, 1970 (East and West) in the devotion of Lord Ram and Krishna, this song has been adopted all over the world irrespective of language, culture and religion.

There is patriotic genre of Hindi Film Song which is beyond the boundary of nation, religion, culture and language which connect people with immense intensity. People of India are living all over the planet and are connected with the sense of patriotism. They cherish and celebrates their life with national celebration i.e., Independent Day or Republic Day, where patriotic Hindi songs play crucial role to remember the glory of the day. There are some songs which became indispensable parts of patriotic celebration in India and other parts of the world where Indians are residing as NRI, few of patriotic songs are ऐ मेरे वतन के लोगों... (O the people of my country...), भारत का रहने वाला हूँ (I am from India), वन्दे मातरम् / वन्दे मातरम्, वन्दे मातरम्... (Vande Mataram, Vande Mataram...) सारे जहाँ से अच्छा हिन्दोस्तां हमारा... (Hindustan is the best in all over the world...). These are few songs to indicate the global accessibility of common feelings of common nation irrespective of time and space.

India is nation of different religions so are of different festivals; there are few main festivals like Holi, Diwali, Eid, Durga Puja, Ganesh Puja, Makar Sankranti/ Lohri etc. These are the festivals which gives a chance to celebrate and spread happiness in surroundings. Songs are one of the strongest mediums to cater the need and generate the mood for celebration. For an example festival *Holi* (Festival of colour) cannot be completed without the song like रंग बरसे भीगे चुनर वाली रंग बरसे, same is with other festivals like on Diwali there are songs on Goddess Laxami-Ganesh pujan and some Hindi songs like आई अबकी साल दिवाली, to मेरे तुम्हारे सबके लिए हैप्पी दिवाली, for Eid celebration songs like मुबारक ईद मुबारक, मरम्मत मुक्कदर की कर दे मेरे मौला, कुन फाया कुन to आज की पार्टी मेरी तरफ से; similarly other festivals have number of Hindi songs which are played on time irrespective of national boundary, people who are in nation or in abroad cherish these songs in their play list to celebrate the occasion.

The discussion moves ahead as we notice some evergreen Hind songs which became internationally popular is spite of language limitation. Here, I mention some of such songs and their fame on global map; the song in this list is *Awara hun* from the Film *Awaara*, 1951; this was one of the firsts Hindi songs which achieved grand success across the nation, in Soviet Union it attracted huge audience. The spell of the film and song stayed intact in China and Turkey and it crossed more than

100 million views. The song has been translated in number of languages as well. Second song in the list is ***Mera Joota hai Japani*** from the film *Shree 420* released in 1955; the popularity of the song is immense because of its lyrics, where names of the countries like Japan, Russia, England (EInglistaan) are referred. The worth of this songs can be measured as it has been used in Hollywood movies like in *Gravity* 2013 and in *Deadpool*, 2016. Song ***Ichak Daana, Beechak daana*** has also international audience, recently Israeli Prime Minister Benjamin Neta played this song during Prime Minister Narendra Modi's visit in his country.

Another song that attracts attention is *I am a disco dancer* from the movie *Disco Dancer* released in 1982. The sound track of this song had been inspiration for number of compositions around the world i.e. America, China, Soviet Union, this song has special fan around the world. Another song of the same movie is ***Jimmy Jimmy Jimmy Aaja Aaja Aaja*** is on the top of the list on international fame. Songs that had have attracted international audience are not only in Hindi but also of other regional languages like ***Tunak tunak tun, Mundiyan tu bachke, Why this kolaveri Di***. Last but not the least the Oscar winning song ***Jai Ho*** penned by Gulzar from the film *Slumdog Millionaire* by Danny Boyle in 2008 cast remarkable imprint on the world audience and referred as "the toast of the town in almost every part of the world" won Grammy Award for best song in its credit, it has also been awarded Academy Award for best original song. Apart from that the song has been translated in English and sung by an American Girl group as *You are my Destiny*.

Last section of the discussion of this paper is to have an analytical observation on Viral Hindi and regional songs which shortened the map of the world and became internationally viral because of internet and social media like ***Baspan (Bachpan) ka pyaar hai; Kaachaa Baadaam***.

Thus, after analysis of the fact, the paper finds an outcome that songs and music are free from hard and fast restriction of Visa, Language and Cultural set ups. Contemporary technological development has also offered multiple scopes for covering the world audience in blink of the eyes. In this regard the finding of the paper is to put forward the multiplicity and fluidity of Hindi Film songs as well as of regional songs which can transcend territorial limitations and transfer sensibility of the nation on the map of the world.

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