GLOBALIZATION OF POP CULTURE IN DANNY BOYLE’S *SLUMDOG MILLIONAIRE MOVIE* (2008) :
SOCIOLOGICAL APPROACH

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CHAPTER I
INTRODUCTION

A. Background of the study

Slumdog Millionaire is a 2008 British film directed by Danny Boyle, written by Simon Beaufoy, and co-directed in India by Loveleen Tandan with 197 scene of film. It is an adaptation of the novel Q & A. Q & A is a novel by Vikas Swarup, an Indian diplomat. Published in 2005, it was the author's first novel. Set in India, it tells the story of Ram Mohammad Thomas, a poor young waiter who becomes the biggest quiz-show winner in history, only to be sent to jail on accusations (but with no evidence) that he cheated. While, in Slumdog Millionaire movie the name of main actor is Jamal Malik. Danny Boyle as a director of this movie. Danny Boyle was born 20 October 1956 is a British filmmaker and producer. He is best known for his work on films such as Shallow Grave, Trainspotting, 28 Days Later and Slumdog Millionaire. For the latter Boyle won numerous awards in 2009, including the Academy Award for Best Director.

Slumdog Milionaire movie is like a legend movie, legend about Cinderella story. In this movie it is about street Children who live in dirty settlement and have to keep on live with anything way. Jamal is one of street child in Mumbai. He tried to change his life and bring his dream into reality. With the quiz of “who wants to be a Millionaire?” in India version and he can answer all of the questions. Jamal lived in Mumbai, the dirty settlement, very famous that was with
this area, many houses line up in the side of rivers, dirty gutter, and small gang. In that quiz Jamal can answer the question which is guessed because some events and experiences which had happened in his life in difficult condition. The host unbelieved if a man from lower classes in town can answer all of the questions which is the most difficult question. With Jamal intelligence and the difficult condition of Jamal’s life, he can create his dream. The other dream of Jamal that gives victory quiz as a prize for his beloved. His beloved is Latika.

The story is told in a series of flashbacks as the police interrogate Jamal. Jamal tried to answer truth, but the police unbelives. The police think that Jamal has got key answer. In young, after Jamal’s Mother was dying Jamal has close friends that are Salim and Latika. Salim as an older brother, while Latika as a girl friend. They always together to find money. One day, they follow a gangster in Mumbai. They didn’t realize that it’s very dangerous for their safety. Finally, they blurry from that gangsters, but Latika was left behind when she blurry to catch a train. Jamal was very sad because of its. Then Jamal tries to forget his, Jamal and Salim begun to continue their live. They live in Train as a seller of everything or sometime they steal in train. For long time, Jamal tried to find Latika again, and finally he found Latika, but now she was changing. She became a dancer in prostitute area. Salim know about it, then Salim killed a man who may be Latika became a dancer but, Salim betray his friendship with Jamal. Finally, Jamal left Latika and Salim. From this, they live their own live. Jamal becomes a chaiwala in a call-center in adult Jamal. From his job he tried to find Latika and Salim. He finds out about his brother, he was now working for a don, bound under him to
kill and murder. His brother had changed. But, to find Latika is difficult because now she become a whore girl belong to important man in Mumbai. However, Jamal still keep fighting to meet Latika. He tried to follow the quiz it is very famous in India so every people like to see it, “who wants to be a millionaire?” “Who wants to be a millionaire” is the favorite program on TV. Based on this program, he hoped that Latika watched him in this program. Unintentionally all of the questions are reflected about the journey of life of Jamal, Salim, and Latika. Then Latika tried to find Jamal although she has to get fight with her boss. Salim realizes his mistake and lets Latika go meet his brother, giving her his phone, running a risk of getting himself killed by the don. Latika goes out to meet Jamal only to be met by a traffic jam, as the whole city, the whole country has stopped to see Jamal be the first winner of the price money in the most popular game show. Meanwhile, Salim is found by the don to have betrayed him, and is killed, only after killing the don. The last question is that the third musketeer. Jamal has no idea. He calls his brother, only to hear Latika’s picking up. Latika does not know the answer, but wishes luck to Jamal. There you have it, the third Musketeer. Jamal guesses. He gets it right. Then he meets Laika in the station.

*Slumdog Millionaire* is an award winning independent movie by director Danny Boyle. A rags-to-riches movie based on the story of a boy born and raised in the slums of Mumbai. This movie is one that depicts the harsh realities of slum life in big cities such as Mumbai. While the movie is deemed a success and has attracted international attention to the slums of Mumbai, there has also been a lot of controversy about the movie in India. Basically controversies
has risen over three points. For one there has been a lot of uproar among Indians about how the movie gives a “white man’s” portrayal of India reinforcing stereotypes of India as a land of the poor and desperate. They argue that the movie ignores the progress made in India over the past few years and how cities like Mumbai are becoming important players in the global economy. These people go as far as to call the movie “poverty porn”. Then there is the opposition to the movie by slum dwellers in India, on the use of the word “dog” in the movie. “Dog” in India is a derogatory term and there has been protests in India by the poor stating that they are not “dogs”. The third controversy is over the word “slum”. The movie is based in Dharavi, which is one of Asia’s largest slums. It is true that Dharavi is a “shanty” town and what one would under any circumstance consider a “slum” but it is also home to many who have lived there for generations. But, the other audiences show about their satisfaction. Many responses said that the movie is beautifully crafted, unique, memorable, and it is immerses the audience in an alien landscape and shows it through the eyes of a young man fighting against history and his own culture's expectations.

*Slumdog Millionaire* has been in the thick of things since its release worldwide. The highest point of recognition for the movie came today with 10 Oscar wins. While the entire news media is rejoicing calling this as an Indian victories there are some who seem to love to hate the movie as well. Following the film's success at the 81st Academy Awards, the film topped the worldwide box office (barring North America), grossing $16 million from 34 markets in the week following the Academy Awards. Worldwide, the film has currently grossed
over $377 million. *Slumdog Millionaire* was nominated for ten Academy Awards in 2009 and won eight, the most for any film of 2008, including Best Picture, Best Director, and Best Adapted Screenplay. It also won seven BAFTA Awards including Best Film, five Critics Choice Awards, and four Golden Globes.

*Slumdog Millionaire Movie* is an educated movie. The writer discover three reasons why choosing this novel.

Firstly, based on the story that Jamal’s in *Slumdog Millionaire Movie*, this movie tells about the people dream to be rich with following the Who Wants to be Millionaire quiz and get much money in early. He raised in the poverty of Mumbai. So based on this story, it seems that this movie is challenging. Challenge in get try money instantly.

Secondly, this movie is unpredicted story. It seems that the movie use story in story. Jamal when answering the question, tells about his wonderful experience. So, we would be difficult to guess the story. This movie shows the flash back of Jamal’s life.

Thirdly, from the social background of this movie, we can see that Mumbai is poor city in the middle of wealth city and this condition is usual to find in big city in other countries. The movie sends the message of a developing India where slums are being replaced by high rise apartments. But that is believed by the reality that the movie was actually shot in a real slum in 2008. There are people today who live in unimaginable conditions of poverty. Not a decade ago, but today. If you walk along the streets of Mumbai, you will still see beggars on
the streets. The rivers are still polluted and the air is getting more contaminated. In poverty, people think that they want to be rich man early, so they look for the way to be rich instantly.

Actually, if we see from the conflict of this movie it tells about discrimination in social class and Jamal’s struggle to find her love but there is an interesting theme in this movie. We can look the way Jamal finds her love, he follows one of the most famous TV program in India. He chooses it perhaps her love Latika watch him in that program. So, why the TV program becomes famous in India? It means that there is a reason or interesting reason in society for watching this program. Actually, in first time while this program is showed in TV, this program is not being famous but then it is being famous. The researcher concludes that “Who Wants to be A Millionaire program” experience increases or highly many people want to watch it and it makes globalization especially in television program.

Kellner (2001) explains that today the world is followed by globalization speed; like books, articles, economic system, politic system, culture, fashion, etc. The main purpose of globalization is on the economic system circle. Globalization looks the differences of old thing and new thing. (577)

Anthony Giddens (1990: 64) has described globalization as the intensification of worldwide social relations which links distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa. This involves a change in the way we understand geography and experience localness. As well as offering opportunity it brings with considerable
risks linked, for example, to technological change. The term of globalization can also refer to the transnational circulation of ideas, languages, or popular culture.

Popular culture or in short pop culture is suggested to be wide spread cultural element in society. Storey in An Introductory Guide to Cultural Theory and Popular Culture (1993: 7) defines pop culture as, “a culture with widely favored by or well like by many people”. Alternatively, pop culture can be defined as a culture of people; it is the culture of the people and for the people. Pop culture is reflected in many areas such as fashion, music, sports, film. The product of pop culture that is very influencing is Television especially for society, like American Idol, Indian Idol, Who wants to be a millionaire or what we call a famous program on television that makes people being famous instantly. Based on this movie, there is an example of pop culture in entertainment that is “who wants to be millionaire”. Jamal tried to meet Latika but he get difficult way to meet her, so he follow the quiz that very famous in India, perhaps Latika watched him. It seems that pop culture especially who wants to be a millionaire quiz gives influence for Indian people surrounding, because this program became famous. So why this program does became increase in India? It’s all was influenced by social condition in India especially in Mumbai is poverty area. They like to be rich man instantly, in this quiz program, people can get money easily and early.

Based on the background above the writer chooses the title of this research “Globalization of Pop Culture in Danny Boyle Slumdog Millionaire Movie: a Sociological Approach”. This movie use sociological approach because the
writer sees this movie in social condition of the influence pop culture in social behavior occurred in India during twenty century.

B. Literature Review

*Slumdog millionaire* movie is a new movie in movie world. The writer knows that there are a few previous studies and many comments of books about this movie. So the researcher writes some of comments from public response and other researcher.

Firstly, by Alyssa St. Pierre, this movie with five parts, identifications and purpose of this movie, world view, enduring scene, rehabilitation application and his view world. He conclude that the lesson of this movie that is he became more open as to why people act the way they do, Jamal had horrible life as a child he mad the best what he had and uses his experiences in life to help him be successful on “Who Wants to be a Millionaire?”

According to Tucker, he assumed that *Slumdog Millionaire* movie is an unique and memorable movie. Because all the important elements including cinematography, acting, editing, music and sound of these movie is skillfully adapted by Simon Beaufoy from Vikas Swarup’s *Q&A* novel. So it means that the audience can enjoy full to imagine the reality of the movie.

Najjahul Immtihan in his study “representations of brotherhood and equal opportunity in danny boyle’s *slumdog millionaire* movie (2008): A semiotic approach” assumed that the writer finds the kinds of representation of brotherhood and equal opportunity in *Slumdog Millionaire* movie. The study belongs to the qualitative study. Structural elements of *Slumdog Millionaire* movie built in good
production. There are many representations of brotherhood and equal opportunity in *Slumdog Millionaire* movie. They are represented in the title, characterization, setting, plot sequence, and cinematography. There are some criticisms reflected in *Slumdog Millionaire* movie. In *Slumdog Millionaire* movie, the director wants to say that everyone has equal rights and equal opportunity to choose their own way for success and happiness.

Different from previous study, the writer focus on sociological study about globalization of pop culture in *Slumdog Millionaire* movie.

C. **Problem statement**

Based of the background of the study the writer wants to solve the problem of how globalization of pop culture in Danny Boyle’s in *Slumdog Millionaire Movie*?

D. **Limitation of the Study**

In this research, the researcher focuses on the globalization of pop culture in Danny Boyle in *Slumdog Millionaire Movie*, those this program can be raised in *slumdog millionaire movie*.

E. **Objectives of the Study**

The objective of the study are as follows:

a) To analyze the movie in the term of its structural element

b) To analyze the globalization of pop culture in *Slumdog Millionaire* movie using sociological approach by identifying social background of the Indian society in twenty century.
F. Benefits of the Study

By presenting this research paper, the writer hopes that there will be some benefits as follows:

a) Theoretically, this study is intended to give additional information in literature research especially for which those deal with *Slumdog Millionaire* Movie

b) Practically, this study can develop the writer’s skills and ability in applying the Sociological approach in Danny Boyle movie.

G. Research Method

1. Object of the Study

The object of this research is the movie *SM* directed by Danny Boyle and written by Simon Beaufoy. The movie was produced by Fox Searchlight Pictures and Warner Bros. Pictures in 2008.

2. Type of the Study

The writer uses a library research, which employs qualitative method. It is defined as research procedure producing the descriptive data in written text or oral from the human and behaviour that could be observed (Bogdan and Taylor in Moelong, 1995:3). In analyzing the data, the writer applies sociological aspect of globalization of pop culture in *Slumdog Millionaire* movie.

3. Type of Data and the Data Source

Type of the data in this research is text and image taken from the movie that is dialogue, scene, visualization of the movie, and music.
In this study, there are two sources of data:

a. The primary data are taken from the script of the movie’s *Slumdog Millionaire*; it consists of dialogue, plot, theme, conflicts, and the whole narration, etc.

b. While the secondary data are taken from some books, web sites, other library, and other matters that support this analysis.

4. **Technique of Collection**

   The technique of collecting data in this study is note taking, image, and capturing.

   The steps of collecting data are as follows:

   a. Watching the movie

   b. Searching the script of the movie from internet

   c. Reading the script repeatedly

   d. Marking the point in the script to make easy analyzing it

   e. Taking notes of important in both primary and secondary data

   f. Classifying the data into groups according categories of elements of literary study.

   g. Selecting them by rejecting the irrelevant sources, that doesn’t have important information to support the topic of the study.

5. **Technique of Data Analysis**

   The writer uses sociological approach and applies it by using the descriptive analysis. In addition, the writer also uses the structural analysis of the work. Firstly, the data are arranged in a list of data. Secondly, the
researcher is looking for selecting the correlation of data by using the chosen approach. Thirdly, all data from the second step are arranged. Finally, a conclusion is drawn.

H. Research Paper Organization

This research consists of six chapters. Chapter I is introduction, which consist of background, literary review, problem statement, objective of the study, limitation of the study, benefit of the study, research method, and the last is research organization. Chapter II comprises of the underlying theory, which present notion of Sociology, the major theory of Sociology, Chapter III is social background of Indian society in twenty century. Chapter IV is a structural analysis of the film, which involves the structural elements of character and characterization, setting, point of view, plot, style, theme and discussion. Chapter V which is sociological analysis. The last chapter is conclusion and suggestion.