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Dil Chahta Hai through Freud

Mr. Tapanshu

Although Lagaan (2001) lost the Oscar to No man's land (2001) in 2002, the Indian media did not lose its obsession over the film. The Oscar hangover ran over so much that media somehow forgot about another film that manage to grab the attention of the whole generation; i.e. Dil chahta hai (2001). For a movie that came in 2001, Dil chahata hai remain a fresh and a youthful film.

Around that time Hindi movies generally told the story of a single protagonist and his quest towards the cathartic resolution; be it a love story like Dil wale dulhaniya le jayenge (1995), action romance like Gadar ek prem katha (2001) or gangster film like Vaastav (1999). On the other hand Dil chahta hai focuses on multiple characters and interconnected emotional journey alongside the personal one. The narrative style Farhan Akhtar chose might have been European but sensibilities were Indian, or can say urban Indian to be precise. A story of three friends told in a flash back, when both Sameer (Saif Ali Khan) and Siddharth (Akshaye Khanna) remanence about the time spent first together and then apart. But there is no over the top melodramatic portrayal of this friendship, which Hindi movies are still accused of. On the contrary Dil chahta hai underplays the collective emotion of friendship and focuses more on the fragile nature of conflicting emotions held by the individual character. Every lead character in the movie is in conflict with his own understanding of love in his life. Sameer confuses infatuation with true love. After a brawl with Aakash (Aamir Khan), Siddharth convinces himself that no one apart from him alone can understand his love for a woman much older to him as keep telling his mother on the question of marriage, "You won't understand my feeling". Aakash on the other hand believes that there is no thing as love in the first place as he tells the same to Shalini (Preeti Zinta), her eventual love interest in the narrative. Eventually, all three characters grow away from this understanding. This gradual nature of the character growth is aptly portrayed through the gentle pace of the film.

These days when story generally told through a rapid succession of close ups and blown out wide shots (especially under the influence of Telugu remakes and their style of narrative cutting); Dil chahta hai lingers through singles and two shots. For the majority of the film Akhtar refrains from cutting to close ups, instead he trusts his actors to drive the narrative forward. This is evident from his average shot length of approximately 8 seconds per shot. Quite a contrasting practice when it comes to some of the contemporary films, even the better ones are suffering from

this disease. The longer running mid shots encourage the audience to become its own editor. It allows us which character to focus on at any given time, boosting the film's re-watchability. Further the mid shots also help us to see the characters in the surrounding environment, which is crucial if one wants to understand the characters.

Although the action and the dialogues are the go to devices in portraying characters' urban sensibilities, Akhtar uses production design as a major tool to paint their personalities. The diversity in the each character's lifestyle has been meticulously captured through a detailed rendering of Akhtar's understanding of upper class Bombay society. Where on one hand, Bhansali's depiction of Devdas (2002) looks larger than life, Siddharth's world in Dil chahta hai feels grounded and reserved. Where Suraj Barjaitya's Prem (in Hum aapke hain koun!) sings around an indoor swimming pool, Sameer sleeps in a small intimate bedroom. Where Aditya Chopra's Raj (in Dil wale dulhaniya le jayenge) while gazing at the full moon consults with his father over his seemingly felt first love, Aakash does the same in the confined insolation of his bedroom. The world of Dil chahta hai is urban but realistic, upper class but relatable and hence sympathetic.

Dil chahta hai is by no means the first Hindi film to have an ensemble cast but separates this film from many others is that driving force behind the narrative. Unlike many other Hindi films which are driven by its plot, Dil chahta hai is character driven film. As far as the plot is concerned nothing much really happens in the film. There are no car chases, no elaborated schemes, no over the top fight for love, characters are not involved in any life altering disasters or mission to save the world. Then what makes these characters so compelling that they remain fresh and relatable after years? I can try and ask Sigmund Freud with my limited reach.

Freud believed that our personalities are largely shaped by an enduring conflict between our pleasure seeking aggressive urges and our inner social control over them. He theorize that our mind is divided in three interacting parts, i.e. ID, EGO. SUPEREGO. These parts provide the battle ground for this conflict to shape our personalities. Let's take the classic Freudian mind iceberg into consideration. That large, hidden and buried underwater chunk of ice is our id, our unconscious, instinctive and primitive behavior. The id is all about food, sex and aggression; the so called pleasure principle of immediate gratification. Eventually we develop an ego part of our personality, a largely conscious component that is charged with dealing with reality.

The final part of the Freud personality trifecta is the superego; that part of the conscious represents not only the real but also the ideal. Id and superego don't really get along with each other and in their constant tussle ego ends up being the referee.

Now if we look at each of the lead characters, one will observe they are an abstract version of the id, the ego and the superego. Aakash works purely on pleasure principle. His need to approach an unknown girl and propose her without thinking of consequences, spontaneous trip to Goa, challenging people to accompany him on dangerous rides are just the few examples of his id behavior. In fact he is the only character in the movie who has been shown eating in the movie more than once. If Aakash is the id then Siddharth is definitely the superego; the ideal who is in constant battle with the id. Sometimes it is depicted with restraint and other times with aggression (brawl with Aakash). In the end Sameer the ego is left helpless. Sometimes he struggles to reach the ideal state of Siddharth and other times recognizing his id represented by Aakash. Together these three characters form the personality of the film and underneath the coating of the film's air tight narrative, its urban looking feel lies the inherent quirks we all possess. And just like the characters in the movie we all are involved in a perpetual struggle, where our ego battles to balance the id and the superego. And like human personality the film also contains some flaws.

Dil chahta hai does suffer from a slow second half. In terms of time devoted, the balance tips more towards one character (Aakash) than the other two. Although the use of music is restrained, there are points where director just could not resist from using it as melodramatic tool. But I think Akhtar should be praised for his subtle and fresh narrative approach with multi-layer dynamic characters. A kind of cinematic approach that Indian films have been lacking for quite some time. And this may be the sole reason for my personal dissatisfaction with Farhan Akhtar as a film maker. It is really unfortunate that a director of such potential has brought in so little to note in the time since Dil chahata hai. Although he seems to have moved completely in acting, Farhan Akhtar with his first directorial venture manage to capture the imagination of a whole generation. But that was in 2001, and this is now when a whole new generation stands in the queue for the movies hoping that this might finally be the film maker who will capture their imagination

Graphic Design's Importance in Today's Society

Mr. Sahil Dhall

In a fast-paced society, pictures are critical for conveying a message and delivering something quickly. Graphic design is the one factor that has the potential to completely alter the game. For businesses, everyday people, and institutions, graphic design can be the defining factor in how they are regarded. The majority of individuals who hear about graphic design are mistaken because they are unaware of the immediate impact this business has on their life.

As a creative sector, graphic design enables individuals to express themselves creatively. This is the reason there are numerous graphic designers who continue to receive work. Each of them has a distinct style that some consumers prefer. If you are passionate about graphic design, a quick Google search will reveal vast amounts of information that you may patiently evaluate and eventually implement. Anyone with adequate talent, effort, and passion can become a graphic designer.

This article explains why graphic design is so critical in today's culture by citing genuine research conducted by renowned persons, brands, or institutions. You will gain an understanding of what graphic design entails, how it can impact a person's lives, and the cognitive effects pictures have on the human mind. You will incorporate additional pertinent facts to demonstrate the value of graphic design.

Understand graphic design and the impact it may have on your life.

To delve deeper into the complexities of graphic design, it's necessary to first establish a foundation. Are you familiar with the term "graphic design"?

It is a collection of subjective approaches to a variety of communication challenges.

If a single image can speak louder than words to a person, imagine the power of well-designed material. It may be a billboard, a logo, or a visual advertisement seen on the streets or on the Internet — everything visual that passes through the powerful hands of a graphic designer is effective.

A long-term memory can be attributed to graphic design. Consider a world in which there are no sights and all communication is conducted only through the means of words. Apart from being ineffective, and it would be tedious and exhausting. The human eye needs pleasant images to

provide a break for the brain on occasion. Without carefully picked colours, neatly structured design elements, and order, for example, consumers would constantly experience an unorganised atmosphere, which would eventually become tiresome. Graphic design began to take shape in the late nineteenth century, with the emergence of avant-garde movements. Given that this is the era during which modernism established itself as a reference juncture in our history, it's unsurprising that individuals separated themselves from convention and grew more open-minded.

Some doors were unlocked, and the aftermath became apparent. Visuals' influence was now clear. Through the aesthetic principles they advocated, graphic design and avant-garde movements affected entire societies. The graphic design sector has a significant impact on culture, information dissemination, decision-making, and a variety of other facets of our life. Although it may not appear so at first glance, if you dig deeper into this subject, you will discover that pictures tend to rule our reality. We associate brands with the image they promote. We prefer certain products over others based on their visual appeal. How is this conceivable?

Visuals' psychological implications

Years have been spent studying the psychology of visual content. The role of graphic design in advertising has gotten a lot of attention recently as people have learned that graphics may actually have an effect on a person's brain.

Marketing methods that incorporate sound graphic design principles perform significantly better. By encouraging users to read the information, the usage of specific colours, fonts, and images boosts the view rate.

A greater view rate indicates that potential clients are interested in what a business has to offer. Thus, the critical nature of graphic design is demonstrated in business. People are more inclined to purchase a visually appealing product than one that is more qualitative but visually unappealing. Additionally, the majority of businesses today desire engagement with their prospective and current customers. In general, images and visuals generate greater engagement than any other sort of material. Viewing a video on a product is a surefire approach to increase its sales. Graphics and online success are inextricably linked, and it all comes down to nonverbal communication.

To demonstrate the value of graphic design, you'll need facts.

To substantiate everything previously stated, you should study several studies conducted on this subject by specialists and subject-matter experts. Through their research, the researchers established the critical role of graphic designers in advertising and business. Thus, the information contained in this article is not entirely random.

Begin with Don Norman's renowned book, *Emotional Design*. This book demonstrates how graphic design may enhance a product's utility and value. It is entirely focused on how to convey emotion through graphic design, and it is appropriate for anyone who works in the graphic design

profession, regardless of how long they have been in the field. Additionally, you can read the research titled *Attractive Things Work Better*, which discusses aesthetics in contemporary society. It highlights that individuals' value and value items that are aesthetically pleasing more than things that are less attractive.

Consider how well-known firms chose their logos. Consider Apple and the Realizations of Rounded Rectangles. Other authorities, such as Stephen P. Anderson and Dmitry Fadееv, can serve as valuable sources of inspiration. After reading all of these studies, reflect on the value of graphic design in contemporary society and determine for yourself whether it is worthwhile to work in this field.