Beat: News

Youth Being Misguided By 'Hero' Worship, Says Social Activist In Letter To CMs

Warns Of Growing Cultural Influence

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USPA NEWS - Social activist Madasu Bhanu Prasad has written to the Chief Ministers of Andhra Pradesh and Telangana, warning that excessive “hero” worship in films is harming the mindset and future of students. He stated that the term “hero” has become “more dangerous than drugs” in shaping youth behaviour.

Impact On Students And Society

In his letter, Bhanu Prasad said that referring to actors as “heroes” instead of “lead actors” or “protagonists” is influencing school and college students to idolize film personalities excessively. He argued that actors are increasingly placed above soldiers, farmers, and even parents in public perception.

Concerns Over Rising Film Costs

He criticized the inflated remuneration of top actors—often Rs 200–300 crore—which he said significantly increases movie budgets and ultimately burdens the common viewer, with ticket prices rising to unaffordable levels.

Call for Government Regulation

Bhanu Prasad urged the two state governments to create regulatory procedures to determine the salaries of lead actors and supporting cast. He also called for monitoring bodies to oversee implementation and curb media-driven hype that fuels exorbitant remuneration.

Requests on Theater Practices

The activist appealed for allowing drinking water and basic snacks inside theaters or ensuring sales at MRP rates. He also sought strict enforcement of rules prohibiting collection of parking fees in places where it is unlawful.

Appeal to Protect Youth

He urged the authorities to direct entertainment media to refer to actors only as “lead actors” or “hero actors,” and to avoid titles like “hero” and “star.” Strong laws, he said, are needed to safeguard the future of young people.

Leaders Hariprasad, Murakonda Venkat Rao, Venkateswar Reddy, and Adapa Ravi participated in the programme.

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UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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