

SOCIAL THOUGHTS IN MODERN TAMIL CINEMA

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Abstract – *The aim is to examine some of the changes that have taken place in Tamil cinema over the last hundred years, especially the Tamil cinema films that have generated great expectation, commercial reception, and success over the past decade and their social thoughts. The content analysis methodology is adopted in this research. Success of films depends on many factors. The success list goes on and on, depending on choice of films that have been accepted by the majority of the people, Tamil films that have been acclaimed by the majority of film critics, Tamil films that have received less investment and higher profits, and which have been released in more theaters and have earned more revenue. Films like Nallathambi, Parasakthi, and Manthirikumari were selected for this analysis. Recently released Tamil films which had social contents were also taken for this analytical study. This research clearly shows the social reflection and social changes during the past hundred years. Studies on the societal perspectives behind modern Tamil cinema have not been fully analyzed. Although the impact of cinema on Tamil society has been around for a century, complete studies on it have not been analyzed. In addition, it is important to examine the modern trends in Tamil cinema that reflect society.*

Key Words: *Tamil film industry, content analysis methodology, Film criticism, Social themes, Commercial success*

1. INTRODUCTION

Tamil cinema has undergone various changes in the last hundred years. Tamil's first film Keechaka Vadham produced and directed in South India in 1918 by Mr. Natarajanar. Since then, Tamil audience have been watching Tamil cinema with much more expectations. Zee TV's advertisement reinforces the above concept. "Cinema mixed with blood ... Cinema that turned many histories ..." Such an advertisement on the Zee screen reveals the extent to which Tamil people celebrate cinema. Tamil cinema has been a pioneer in various political changes. The role of Tamil cinema is immense in inculcating ideas of equality among the people and in bringing Dravidian parties to power in Tamil Nadu till date. Father Periyar's

ideas were the roots of the Dravidian parties of rationality, social thought and equality. Arignar Anna slightly changed his position on religion. He was the first scholar and politician to use cinema as a public relations tool for politics.

2. REVIEW OF LITERATURE

Anna's first screenplay was about the abolition of the zamindari system. He wrote his first screenplay for the Tamil film 'Nallathambi' in 1948. The film was successful. It had the aim of social equality.



Figure 1: Nallathambi movie poster

Figure one shows the movie poster of Anna's Tamil movie named 'Nallathambi'.

The advertisement for Scholar Anna's next screenplay was set to reveal the purpose of the film. The film 'Velaikkari' was adapted into a novel and released in 1949. It can be said that the film was made to prove that Dravidian ideas can be expressed through Tamil cinema.

Annathurai's name was first changed to 'Arignar Anna' in the 1952 Tamil film 'Sorkkavasal'. The movie named 'Parasakthi', released in 1952, was the turning point in Tamil cinema. Dr. M. Karunanidhi, known as Kalaignar, made a new trend and change with his powerful dialogue writing skills.

The great artist Chevalier Shivaji Ganesan and the world's first cinema artist cum politician S. S. Rajendran made their screen debut through that film.



Figure 2: Velaikkari Movie poster

Figure two shows the Arignar Anna’s Velaikkari Tamil movie’s poster.



Figure 3: Parasakthi Movie poster

Figure three shows the kalaignar’s Parasakthi Tamil movie’s poster.

M.G. Ramachandran alias M.G.R., began his cinema career from the theatre artist group. Then he acted as a protagonist in the film industry and took a place in the hearts of the people. He was the Chief Minister of Tamil Nadu who gained prominence in politics due to his influence with the people through films. In the Tamil film Sadililavathi, Mr. Mr. Ellis Duncan Introduced the ace actor

cum politician M.G. Ramachandran. The year the film was released was 1938.

MGR played the protagonist almost eleven years after the first film Satililavathi came out. The first film in which MGR acted as the hero was "Rajakumari". Kalaignar M. Karunanidhi had written the dialogues and script for the film. There are many categories in cinema such as children’s film, devotional film, science fiction, entertainment mass film, artistic film. Although MGR’s films are considered to be entertainment genres, they have made a healthy contribution to society by teaching good ideas for the most part.



Figure: 4 MGR’s First movie poster

Figure four shows the M. G. R’s ‘Rajakumari’ Tamil movie’s poster.

3. METHODOLOGY

This research considers the major changes happened in Tamil cinema industry. Also, this research considers some of the notable and the successful Tamil films every year since 2010

Some notable Tamil films released in the years 1950, 1960, 1970, 1980, 1990, and 2000, are Ratha Kanneer, Kattabomman, Ayirathil Oruvan, Antha Naal, Mouna Raagam, 16 Vayathiniley, Aval Appadithan, Sila nerangalil sila manithargal, Vuthiripookal, and Nayagan, etc. The list does not include the all best Tamil films..

We can see new changes in modern Tamil cinema. Modern Tamil cinema films have won national and international awards. They have been accepted by the Indian people. Apart from that, modern Tamil cinema films were a way of recording social changes.

The recently released Tamil above films have revealed the change of narrative patterns, Dravidian principles, and ideas of social change. In particular, the Tamil movie named 'Merkku Thodarchi Malai' was an expression of communism and communist ideas. It exposed the ignorance of the people and the social impact of capitalism.

The Tamil film Asuran, which was adapted from the novel Vekkai, also explored the differences in the Tamil society. The Tamil movie named 'Jay Beam' discussed the problems related social justice.

The Tamil film named 'Indian' released in 1996 was a huge hit. It discussed the societal problems. The 2005 film 'Anniyan' was a huge hit. It mentioned the duties of citizens and self-discipline.

The film named Shivaji released in 2007 was a huge hit. It discussed about the corruption of government officials.

Released in 2012, the film Friend clearly demonstrated the research and professional change currently needed in the education system and was a commercial success.

Released in 2014, the film Kaththi won awards and major commercial success, revealing the water problem facing businesses.

The investigative film, which was released in 2015, clearly demonstrated human rights awareness and was a commercial success with international awards.

Released in 2016, the film Aruvi was well-received by the public for its portrayal of women characters. It discussed the contents like self-discipline, gender inequality, and awareness about AIDS.

Released in 2018, the 2.0 film was a commercial success, highlighting the impact of scientific advances and the need to change the human perspective on birds.

Sarkar, released in 2018, was a commercial success, highlighting the importance of driving the current political situation and raising awareness about it.

The Tamil film 'Sarpatta Paramparai' recorded Dravidian changes and revealed a different perspective. The above pictures had recorded new changes. Although the aforementioned Tamil films record social change, there is no denying that violence scenes are on the rise. Modern Tamil film directors are tried to pinpoint the social inequality and social injustice.

TOLET - Released in 2019 and has won many international awards. The film was a big success, winning

numerous international awards. It discussed the struggles of the middle class in the contemporary society.

Released in 2019, LKG - the film was a commercial success, exposing politics, corporate business, corruption, social media and the current society.

4. CONCLUSION

2010-Endhiran, 2011- 7M Arivu, 2012-Thuppakki, 2013-Viswaroopam, 2014- Kaththi, 2015-Visaaranai, 2016-Kabali, 2017-Mersal, 2018- 2.0, 2019-Bigil, 2020-Petta, 2021- Films like Master, 2022-Jai Bheem, 2022-Etharkum Thuninthavan, etc. were huge successes and commercial successes. It can be said with certainty that the commercially successful modern day Tamil films mentioned above were mostly with good social contents. The movie 'Etharkum Thuninthavan' (March-2022) released in the year 2022 was able to create awareness about the social problems caused by social media. Also it had the correct view of feminism in the modern society.

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