A Study of the recent changes in technology and storytelling method of Tamil cinema

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ABSTRACT

The purpose of this article is to explore the recent changes in technology and storytelling method of Tamil cinema. One can see tremendous changes in contemporary Indian cinema. Only recently has Indian cinema been declared an industry. The impact on the economy can be seen recently. Its growth is predicted to be enormous. Like the changes that have taken place in Indian cinema, the Tamil cinema industry has also undergone tremendous changes and progress. This research shows that storytelling methods, violence scenes, awareness scenes, story domains and hero portrayals have changed over time. Tamil films such as Kanaa, Ratchasi, Asuran Baghubali, Kabali, 2.0, and its content were taken for this study. Apart from this, films with new stories such as Asuran, Pariyerum Perumal, and Merku Thodarchi Malai which were released as a new dimension of Tamil cinema were also taken into consideration. Through this study, it was possible to know the technical advancement in the field of Tamil cinema. This study proves that there are changes present in the movie-making styles of the recent Tamil cinema. Also, films like 2.0 and Bagubali series has shown the high investment and budget in the recent Indian cinema. The commercial success of those movies gives hopes to invest more in movie-making.

Keywords: Cinema, story-telling method, recent trends, Indian film industry, violence, cinema technology

1. INTRODUCTION

In the book "The Death of a Hero" the study of character change is published. According to the results of this study, characters such as an angry young man, a revolutionary young man in society, a young man deceived by society, and a protagonist with the intention of revenge are disappearing in recent screenplays. Contemporary cinema can see the proliferation of new ways of creating stories and characters. One can see the changes in the psychological approach of characterization in the recent Tamil film industry. It is possible to study the development of cinema technology through the IMDb information website. Endhiran, for example, has shown the technological development of the present day. Digital technology changes the way of film making styles. This research considers the films released during the period 2016 to 2020.

2. LITERATURE REVIEW

Films like Bhagubali and 2.0 taken in many languages revealed technological advancement. Films such as Jada, Bigil, Vishwasam, and Kanaa created a new wave in Tamil cinema. Those films had sports-related content and sports-related stories. The commercial success of those movies created a new trend in Tamil cinema. Films like Bigil, Kanaa, and Vishwasam created awareness on feminism. Also, it showed the importance of women’s power in sports and games. Theodore Baskaran has mentioned the impact of cinema in his study. Keval J Kumar mentioned the development of Indian and Tamil cinema in his book ‘mass communication in India’. Also, he mentioned the cinema industry as a
3. EXPERIMENT

This study considered the high-cost films and low-cost films to analyze the recent changes of the Tamil film industry. Also, this research analyzed the films which had very good story structure and visual contents. Furthermore, it considered the changing nature of the portrayal of protagonists and their characterization. Recent films were taken for this study. The study examined the commercially successful Tamil films and their creative content and technical contents. Particularly successful movies like Bhagubali-2, Kabali, and Bigil were analyzed. Films such as Asuran, Pariyerum Perumal and, Merkku Thodarchi Malai, changed the way of the storytelling method in Tamil cinema. They showed the changing trend and changing dimension of the recent Tamil cinema. The sports films were also taken into consideration to study new formats of recent Tamil cinema. The films like Kaapan, Kanaa, and Kadaikutty Singam showed issues related to agriculture. They discussed the former’s issues of the current society. It created the new sub-genre related to agriculture-related movies.

Case 1: The film Merkku Thodarchi malai was directed by Leninbharathi. It was released in the year 2018, August. The film produced by the star actor Vijay Sethupathi under the banner named, Sethupathi productions. The main protagonist character played by the newcomer named Anthony. This film’s music composition conducted by the star music director, Ilaiyaraja. It was a fictional drama. It got good reviews from the film fans. It was a new attempt in the Tamil film industry. This film had a flashback narrative structure. Furthermore, it had many montage techniques. It tried to show the poverty, unemployment, illiteracy, and social inequality present in the current society.

Case 2: The film named Kanaa was directed by Arunraha Kamaraj. It was released in the year 2018, December. The film produced by the star actor Sivakarthikeyan under the banner named, Sivakarthikeyan productions. The main protagonist character played by the star actress Ishwarya Rajesh. The main supporting character was played by actor Sathyaraj. It got good reviews from the film fans. The film had a sports genre with an agriculture sub-genre. It discussed feminism and women’s sports. It tried to show the farmer’s issues, poverty, and inequality among the people.

Case 3: The film named Ratchasi was directed by Gowthamraj. It was released in the year 2019, July. The main protagonist character was played by the star actress Jyothika. The music composed by the new music director Sean Rolden. It got good reviews from the film fans. It was a commercial hit film. It discussed the issues related to education, illiteracy, and politics of the current society. This film had a drama structure. Also, it had the flashback techniques in its narration. It discussed the feministic views present in the current society.

Case 4: The film named Asuran was directed by Vetrimaran. It was released in the year 2019, October. The protagonist character was played by the star actor Dhanush. The music was composed by the star music director, GV Prakash Kumar. It got good reviews and feedbacks from the film fans and critics. It was a commercial hit movie. Also, it got many awards for its direction and script. The story was adapted from the novel ‘Vekkai’ written by ‘Poomani’. This film tried to show the inequality and poverty present in Tamil society. Furthermore, it discussed the caste and community issues of the present society. It got good appreciation for its contents, visuals, music, narration, and film making style.

Case 5: The movie named Bahubali was directed by S.S.Rajamouly. It was released in the year 2017, April. The protagonist character role was played by the star actor Prabas. The story was written by Vijeyendra Prasad. The budget for the film was 250 crores. It had many visual effects and special effects in its content. It got a very good response from the film audience. Also, it had the highest box
office collection. It was a super hit movie. This film had the flashback storytelling method. It was released as Bagubali –1 (Beginning) and Bagubali-2 (Conclusion). It was a fictional movie. The visual effects and special effects of the films were appreciated by the audience because of its richness and technicality.

4. FINDINGS OF THIS RESEARCH

Produced at a very low cost, the film Merkku Thodarchi Malai can be considered as a film that explicitly explores the problems related to politics, communism, inequality, poverty, illiteracy, agriculture, etc. This film had new characters and new content. It was not present in the current mainstream Tamil cinema. It discussed the blind belief system of the poor people of Tamil Nadu. Furthermore, it tried to break many barriers related to religion, caste, and, community. Also, it tried to remove the unethical practices of the current society. Through this study, it is possible to measure the technological development of Indian cinema, especially Tamil cinema.

In contemporary cinema, global general concepts can be seen. One can also see the way in which cinema attracts fans worldwide. The contemporary cinema also proves that new actors and producers can succeed with a small investment. This study proves that technology and the professionals who handle them are proliferating in India. This study shows that the opportunities for filming and publishing here are increasing. The number of film companies shooting and screening in Tamil Nadu is decreasing.

5. CONCLUSION

We can also see the growth of cinema technology companies in Tamil Nadu. The growing impact of this cinema on the development of Tamil Nadu can be seen through its GDP impact. This research makes it clear that the government has not made any major investments in films. Through this research, it is proved that small budget films are grown in the Tamil film industry. Furthermore, this research shows the visual effects and the development of digital technology. Films like 2.0 and Bagubali series demonstrates the new way of the story-telling method of the south Indian film industry. The stories of films like Kanaa, Merkku Thodarchi Malai, and, Pariyerum Perumal, which talk about soil-based issues with little investment. These films clearly show the changing cinematic trends. These films are commercially successful without star actors and star directors. The success of films like Ratchasi and Jada reveals the dynamic trends of the recent Tamil cinema. Nowadays, with proper planning long term production and investment are possible. Such a trend was used in Hollywood cinemas. Long-term planning, big investment, and excellent technology there were reasons for their great success. Contemporary Tamil cinema has taken up such an endeavor. Through this research, it is possible to know the development of cinema. Through this one can know the importance of cinema. Tamil Nadu, which has less crime than the big cities, has more cinema-related activities. The presence of the best entertainment venues in Tamil Nadu is the main reason for the low crime rate.

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