

A Comparative Study On Genre, Format And Changing Trends

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Abstract: The main aim of the research is to analyze the content of various genres of films released in South India. Also, it aimed to study the elements of commercial cinema and other genres of cinema. In this research, a case study was conducted to identify the impacts of various factors such as star value, characterisation and other elements like story, script, cinematography, music, editing, and visual effects. The South Indian film industry is very well developed in terms of film making methods, genres and visual effects. In this research, this development in films related to genres and different making methods is gathered and compared to study the current trends. The films which are being analyzed in this case study are, and CHANDRA MUKI, THEERAN ADHIGARAM ONDRU and MERKKU THODARCHI MALAI. These film genres are categorised into various formats such as a hybrid of horror and comedy genres, semi non-fictional and realistic fictional film. These films and formats reflect the current cinematic trends, changing mindsets of the south Indian filmgoers and the current society. This case study research tries to compare the current cinematic trends, current filmmaking genres and the latest developments in South Indian cinema industry. From this research, it is observed that many south films have been released during the past ten years with different genres and with different storytelling methods. The star value of the film plays an important role in the success of the film, particularly in the south Indian film industry. At the same time, the filmgoers of south India also accepted the newcomers and directors and new genres.

Keywords— Commercial Films, Genre, Hero value, Hybrid Formats, Fictional, Non-Fictional Formats

I INTRODUCTION

For the past ten years, the South Indian film industry has been developed tremendously in terms of technology, filmmaking methods and genres. Recent films have more different genres are having more mixed genres than the previous ones. Even though the South Indian film industry is mostly expected and depends upon the star value, mixed genres extended the possibilities. In this case study research paper, three different films with different genres, three different star valued actors' involvement and released in different periods are analyzed for the comparative study.

1. Chandramuki – The lead role was played by Rajini Kanth (Most stars valued actor in the Indian cinema industry). Even though the film was adopted from the Malayalam film Apthamithra, it had the hybrid genre like the mixing of comedy and horror formats. The film was a commercially a super hit due to it' star value and masala' format. It got the box office hit with commercial success.

2. Theeran Adhigaram Ondru – The main antagonist role was played by Kaarthi (Upcoming and middle level star

valued actor in the south Indian film industry). The film got a good response from the Tamil audience and was commercially successful. It was a semi non-fictional movie. It had the true story backdrop and it analyzed both the sides of the struggle of the tribes and the current society.

3. Mercku Thodarchi Malai – The main character was played by Anthony. (Anthony is a newcomer and has no star value in Tamil film industry). Even though the film is a fictional movie, it reflected the struggle of the poor and the division between elite class and the poor. This film got a good response from the Tamil audience and commercially a successful movie.

In this research, introduction section discusses the research problem,, review of literature analyzes the genres, research methodology helps to compare the film formats, section 4 elaborates the findings and the conclusion part helps to write the overall output of the research.

Importance of this study

Due to the fast-paced technological advancement in the new media industry, the mainstream cinema industry has many

problems from making to releasing successfully. By studying the genre, format and changing trend, this research works helps to analyze its' impacts.

II REVIEW OF LITERATURE

Film History, Genre and Format

Film genre is a term to classify the films according to its narrative form as well as by its contents [1]. Indian cinema differs from Hollywood cinema [2]. So generalization of the genre to classify the Indian cinema using Hollywood genre is not suitable [3]. Like that Hindi cinemas have many differences than the Kollywood and South Indian cinema. So formats and contents have significant differences[4]. According to Thomas Indian films are categorized into mythological movies, devotional movies historical movies, social movie, stunt movies, fantasy movies, and costume movies, etc. She also noted the vanishing point of the specific genre during the 1960s [5]. She pointed out the development of Parallel cinema during the period 1960s [6]. According to Michael Christopher, all Indian cinemas had the same format and followed an aesthetic principle: such as duration, dance and song sequences, professional star castes etc [7]. He applied his view to explain the Indian films' genre. There was a difference exists between the regional cinema and Bollywood cinema [8]. The 'Bollywood' films covered only the Hindi-speaking movie production companies from Bombay [9]. Due to the multi-language nature categorization using 'Bollywood' film is not suitable for the entire Indian cinema. The Dravidian language is entirely differing from Hindi. Like that South Indian cinema differs from North Indian cinema [10]. Thus, the application of 'Bollywood genre', format to South Indian format is not applicable. The southern parts of India, which covers Tamil Nadu, (Tamil), Andhra Pradesh (Telugu), Kerala (Malayalam) or Karnataka (Kannada) differs in filmmaking methods and genre. Particularly the Tamil cinema uses hybrid formats in filmmaking [11].

III RESEARCH METHODOLOGY

Films with different genres and with different star valued actors, and released in a different time period is compared to this case study. By comparing the three different movies of Tamil cinema this research work tries to study the impacts of star value, changing trends and the mindsets of the South Indian film goers,

Case study 1: Chandramugi: The film director P. Vaasu clearly wrote the story to attract the typical Tamil audience with his hybrid genre using the star value of superstar Rajini Kanth Prabhu, and Vadivelu. The film had Masala like mixing of the various visual elements such as colorful songs, fights, comedy, horror classical dance and a powerful star valued actors and actress. The film was commercially a

super hit movie. It broke the previous records related to collections of Rajini Kanth movies.

Case study 2: Theeran Adhigaram Ondru: The film was acted by Kaarthi, who had a middle-level star value in Tamil industry. The film had a semi non-fictional genre which had a true backdrop of historical events. It discussed both views of antagonist and the protagonist. At the same time it gave awareness about the current fast-paced society and it reflected the society.

Case Study 3: Merrkku Thodarchi Malai: The film was acted by Anthony, who had no star value in Tamil Nadu. This film had a very realistic fictional story, which had a true reflection of the current society. Without any much costume, star crews, and Masala formats this film got a very good review and got many awards.

IV RESULTS AND DISCUSSION

The South Indian film industry produces many different movie formats which differ in content, music, songs, art forms, story, script, etc. The commercial aspect of the entire Indian cinema has a common Masala formula. There is a difference exists between the North Indian and South Indian movies. From this case study, it is observed that the formats are changed in South India. The mixed and hybrid formats given importance in South India. The films like CHANDRA MUKI, THEERAN ADHIGARAM ONDRU and MERKKU THODARCHI MALAI are developed with mixed formats. These films show the influence of star value in Tamil films. Also, it shows the changing genre found in south Indian cinema.

V CONCLUSION

The changing film formats of south India reflect the social consciences of the south Indian people. The current cinema trends, changing mindsets of the South Indian filmgoers reflect the current society's priorities. This case study research shows the new possibilities in mixed new genre and methods. It shows the awareness level among the film goers and the filmmakers. From this research, it is found out that stories and star value has many changes during the past ten years. It shows the changes taken place in the current South Indian society. Even though, the star value plays a crucial role in the commercial success of the south Indian movies, the film, Merkku Thodarchi Malai' open up the new possibility and tend in filmmaking.

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