

A Review of the Development of Tamil Cinema between 2015 and 2019

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ABSTRACT

This research paper examines the recent progress of the Tamil film industry from 2015 to 2019. Tamil films made in Tamil Nadu between 2015 and 2019 are examined in this research article. The Internet-based film database IMDb took as the primary data source on this research. Highly acclaimed Tamil films are regarded as a source for this paper. In addition, Tamil movies with more unique features (based on reviews) are analyzed on the basis of authenticated journals and databases. There are not enough published articles dealing with technical, aesthetic and changing trends in Tamil films. To avoid personal and external biases, this research included views from different movie sources. In addition to the online interviews available from young film directors and critics, case studies are analyzed. The views of the film directors, cameramen, editors, and film students are considered to find out the latest trends in film making, film production, content, music, and narrative structure. This research final result clearly shows the recent advances in film technology. Besides the technological advances witnessed in recent Tamil cinema, the aesthetic sense (Story, making) also changed. The, playing styles, narrative styles of the film, the story and its subjects have undergone many changes in recent Tamil cinema. This article demonstrates the technical and aesthetic advances based on quantitative data and case studies. In addition, there has been a development in the sequel movie making trends since 2015 in the Tamil film industry. Furthermore, films' contents give more space for newcomers of Tamil cinema.

Keywords: Techniques and aesthetics, Tamil films, Cinematography, Film narration, Story and contents, Recent Trends

Introduction

Tamil cinema was first produced and released in 1917 by Mr. Nadaraja Mudaliar. Tamil cinema has undergone various changes since then. At first there was a great reception for the mythological stories and its related contents. At that time the Mahabharata story 'Kichaka Vadam' was first filmed in Tamil. Under the influence of Dravidian movements, Tamil cinema began to publish stories with a social purpose. This period can be divided into the 1940s and 1950s. Artists and scholars like Mr. C.N. Annathurai, Mr. Karunanidhi, Pattukottai Kalyana Sundaram, M. G. Ramachandran, S. S. Rajendran spread Dravidian principles through Tamil cinema. They were very popular among the Tamil people. Tamil cinema was the forerunner of South Indian cinemas at that time. Kodambakkam in Chennai, then known as Kollywood, had all the facilities to produce and release cinema. There is no doubt that its growth is gradually increasing and growing as a precedent.

Tamil cinema flourished during the period when Indian cinema was developing. The contribution of Tamil film artists in Indian cinema cannot be denied. Though Mumbai, also known as Bollywood, plays a major role in Indian cinema, Southern cinema has from time to time introduced various new techniques and new methods in filmmaking. Artists like Sridevi, Hemamalini, Kamalhasan, and A. R. Rahman has been successful in Hindi cinema. At present, Mr. Rajinikanth and a. R. Rahman is in the best position. Which continues into the next generation of actors. Vijay Sethupathi and Dhanush are also gaining popularity in Hindi cinema.

Literature Review

We can know the current development of Tamil cinema through web data like IMDb, YouTube, Statistica, Cinevulagam, Filmbeat, etc. Apart from these, we can know the changes that occur from time to time through the news in the newspapers. Furthermore, we can find out about the current research in Tamil cinema through web publications like Academia.In. Through the interviews of young film and new film directors and filmmakers one can know the changes that are taking place in Tamil cinema nowadays.

According to an article published in the Wesleyan journal, it is now possible to understand the development of psychological concepts in recent Tamil cinema. Also in the IJCSE journal. According to the published study in the IJCSE journal (Changing trends and Genres), it is possible to know what is happening in the storytelling system in Tamil cinema nowadays. Mrs. Niveditha and Mrs. Chitra Mai's works related to Tamil cinema helps to understand the recent technical advancements in Tamil cinema.

According to Richard Dyer's star theory, the value of movie stars gives a great opportunity for marketing strategy. Based on the assumption of this start theory, value of stars is generated purposefully. According to another point of view, the value of film stars is determined by the characters they play. The role of stars in the movie business is huge. Tamil cinema business is in line with star status. Nowadays the market value of actors like Mr. Rajinikanth, Vijay, Ajith, Dhanush, etc. can be felt to be high. The complete efforts of the new generation of actors like Siva Karthikeyan and Vijay Sethupathi are welcome. It is worth exploring what kind of characteristics the heroes had in the much-talked contemporary Tamil cinemas.

Methods

This research work adopted the quantitative data analysis method. The data were collected from the well-known film dataset named Internet Movie Data Base (IMDb). Apart from the quantitative data collection method, opinion survey was conducted to study the opinion of the youngsters related to the recent trends of Tamil cinema.

Methodology

Fifteen Tamil films that have received great acclaim in the last five years were taken for this study. Each year, three major Tamil films (released in Tamil Nadu) and their contents were analyzed for this study. Movies like KaakaMuttai, ThaniOruvan, Paapanasam (2015), Visaranai, Joker, Dhuruvangalpathinaru (2016), Vikramvedha, Aruvi, TheeranAdhigaramOndru (2017), Ratchasan, PariyerumPerumal, 96 (2018), Peranbu, Super Deluxe, and Asuran (2019) were taken for this analysis.

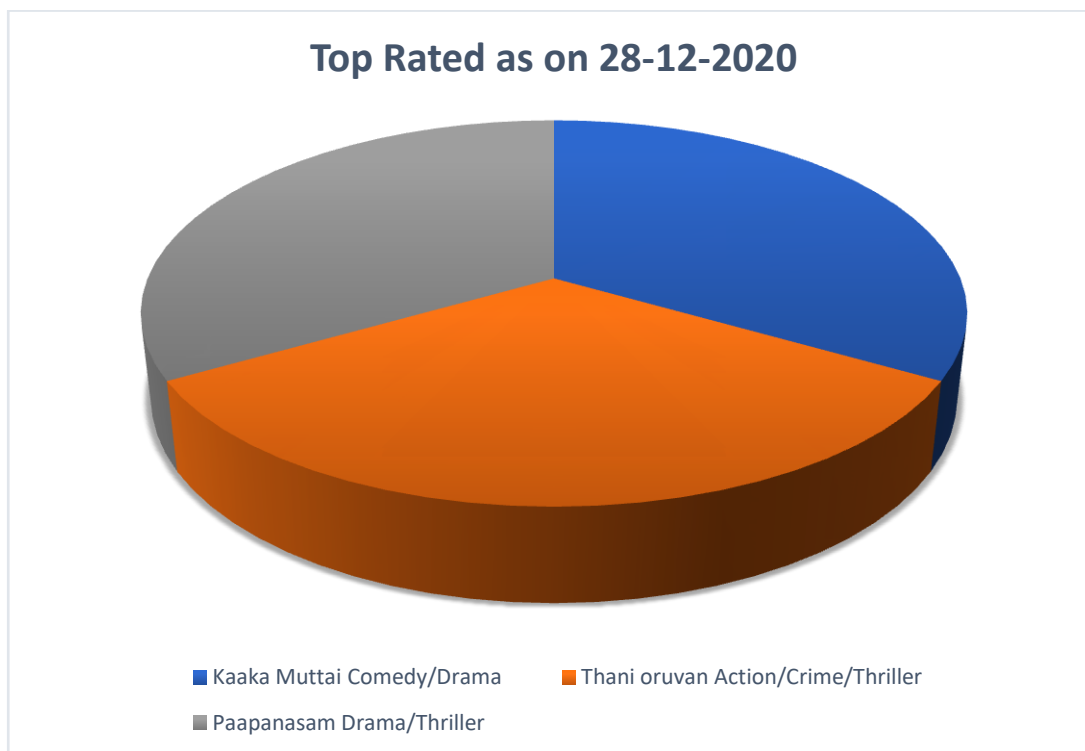
Apart from the analysis of the contents, young film director's views were considered to understand the recent trends of Tamil cinema. To study the views and opinions of well-known filmmakers, the interview sources of the film companion south (YouTube source) were taken as a primary source for this research.

Data analysis and Findings

Table 1: Internet Movie database rate - 2015

| (Film / Year) 2015 | Genre | IMDb Rate as of 28-12-2020 |
|---------------------------|------------------------------|-----------------------------------|
| Kaaka Muttai | Comedy/Drama | 8.4 |
| Thani Oruvan | Action/Crime/Thriller | 8.4 |
| Paapanasam | Drama/Thriller | 8.4 |

Table 2 shows the genre of the films, and IMDb rate as of 2020



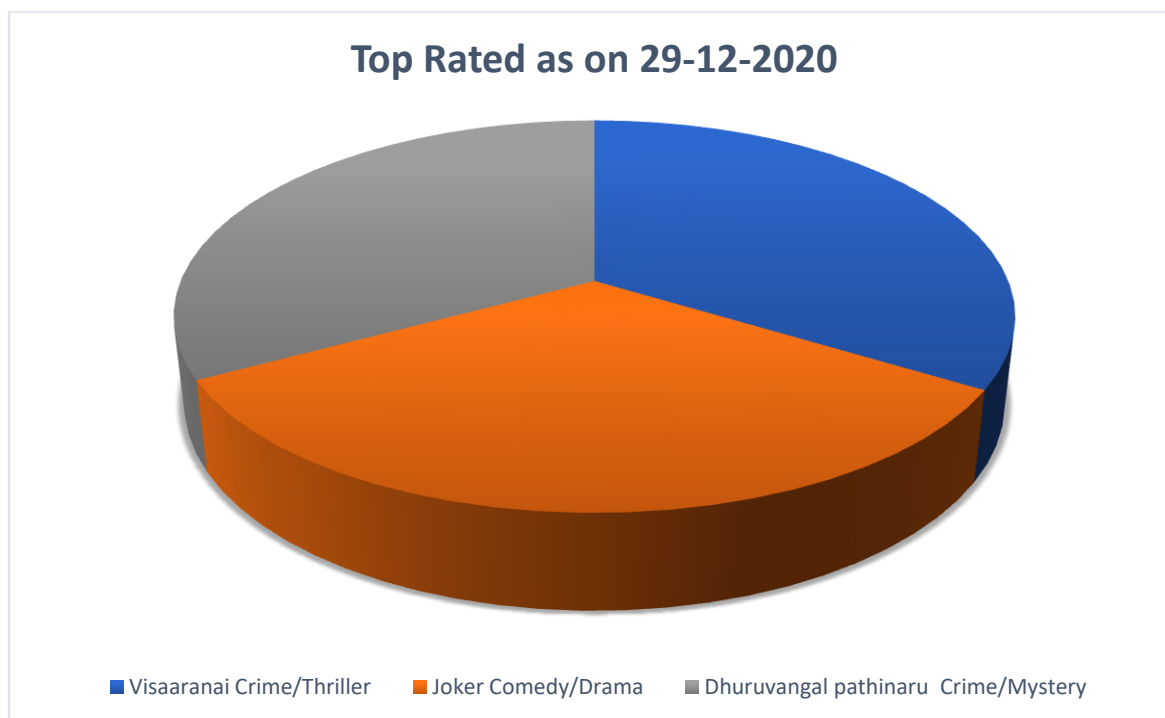
Graph 1 shows the domination of film genre of the films, IMDb rate as of 2020

Table 2: Internet Movie database rate - 2016

| <i>(Film / Year) 2016</i> | <i>Genre</i> | <i>IMDb Rate as on 28-12-2020</i> |
|----------------------------|----------------|-----------------------------------|
| Visaaranai | Crime/Thriller | 8.5 |
| Joker | Comedy/Drama | 8.4 |
| Dhruvangalpathinaru | Crime/Mystery | 8.3 |

Table 2

shows the genre of the films, and IMDb rate as of 2020

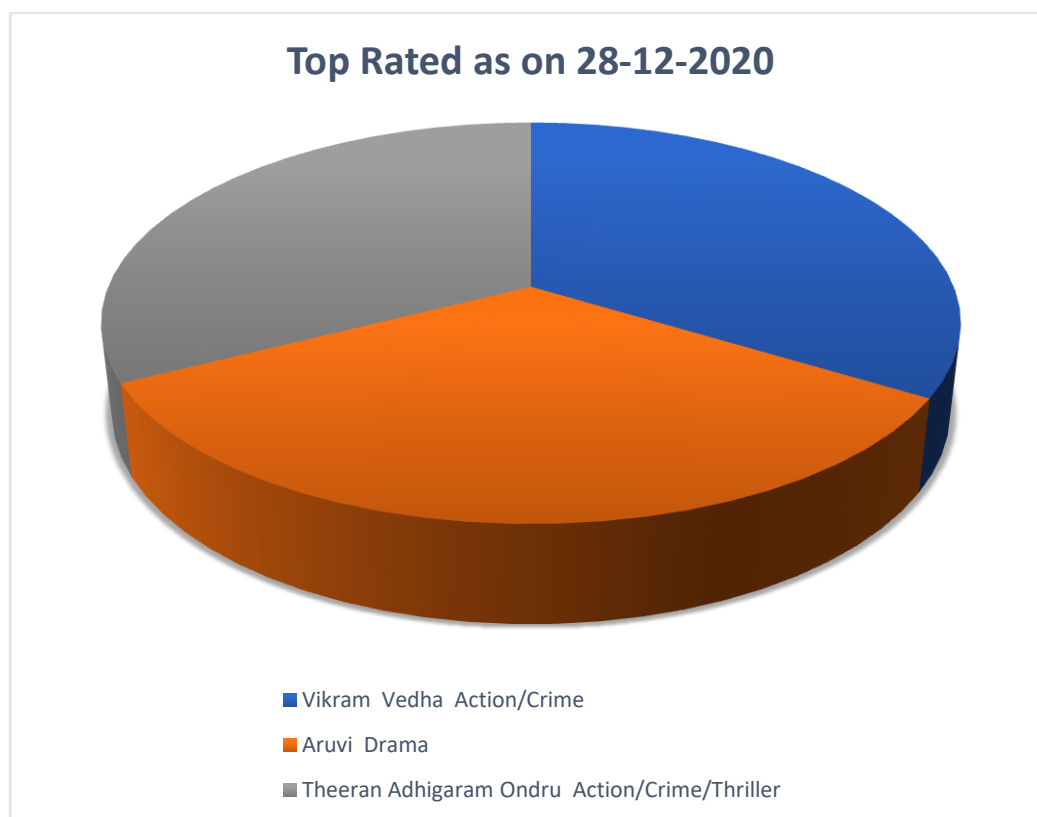


Graph 2 shows the domination of film genre of the films, IMDb rate as of 2020

Table 3:Internet Movie database rate - 2017

| (Film / Year) 2017 | Genre | IMDb Rate as on 28-12-2020 |
|------------------------------|-----------------------|-----------------------------------|
| Vikram Vedha | Action/Crime | 8.5 |
| Aruvi | Drama | 8.5 |
| TheeranAdhigaramOndru | Action/Crime/Thriller | 8.2 |

Table 3 shows the genre of the films, and IMDb rate as of 2020

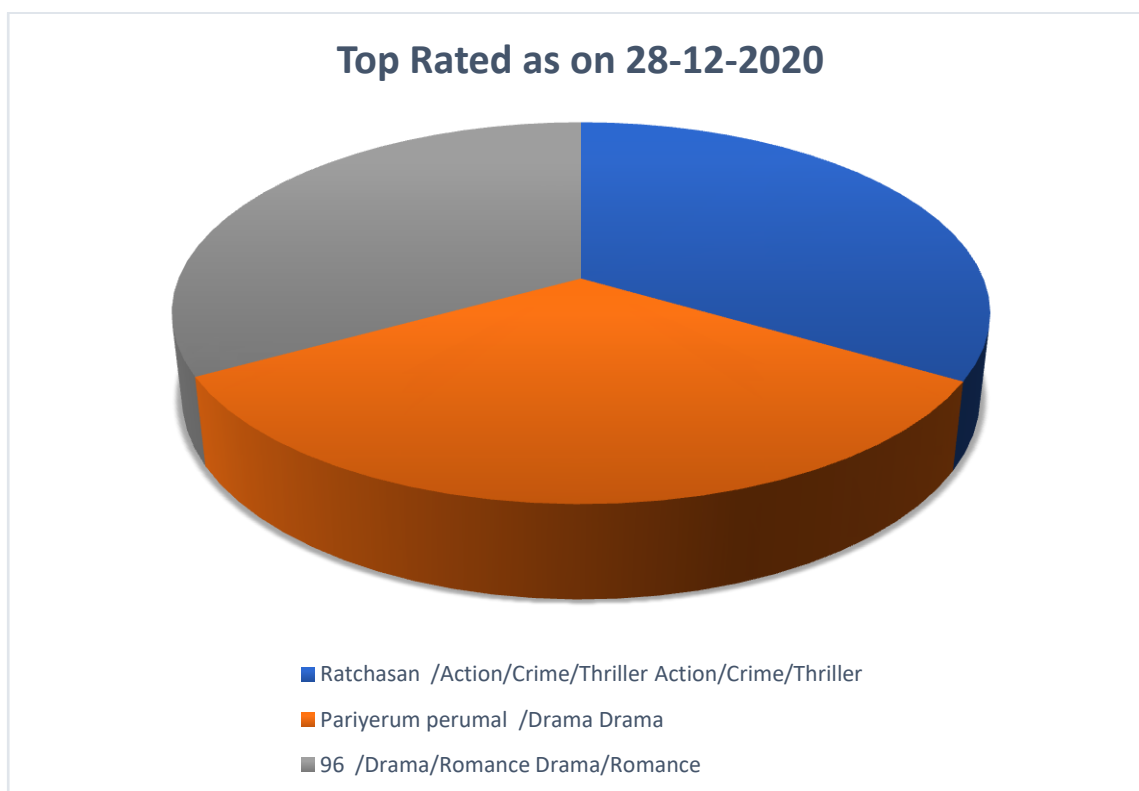


Graph 3 shows the domination of film genre of the films, IMDb rate as of 2020

Table 4:Internet Movie database rate - 2018

| <i>(Film / Year) 2018</i> | <i>Genre</i> | <i>IMDb Rate as of 28-12-2020</i> |
|---------------------------|-----------------------|-----------------------------------|
| Ratchasan | Action/Crime/Thriller | 8.7 |
| Pariyerumperumal | Drama | 8.7 |
| 96 | Drama/Romance | 8.6 |

Table 4 shows the genre of the films, and IMDb rate as of 2020

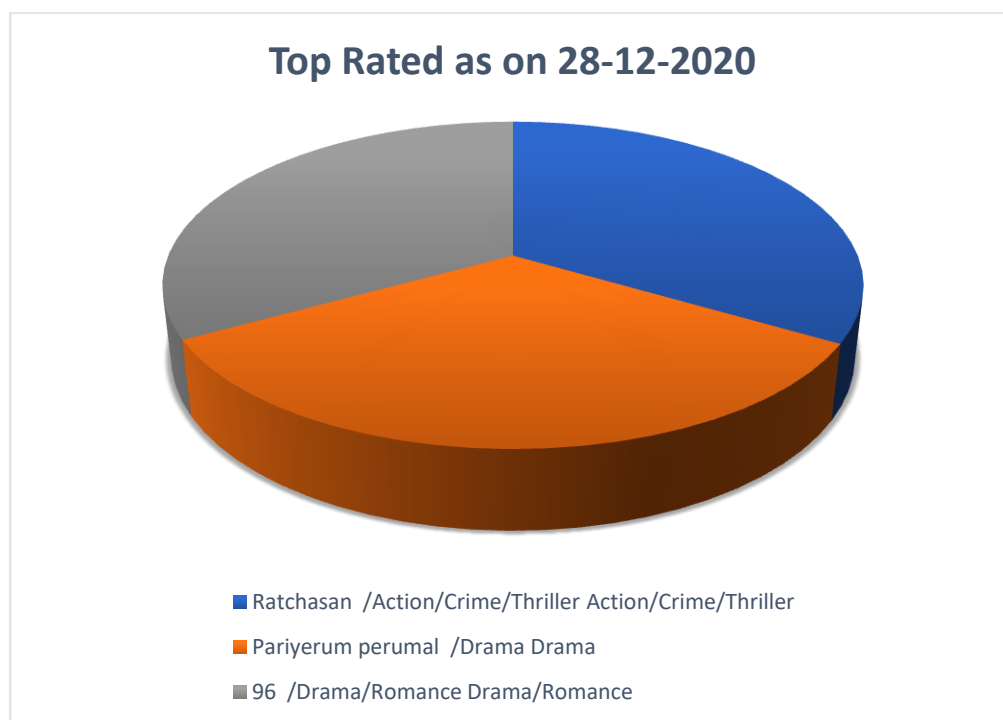


Graph 4 shows the domination of film genre of the films, IMDb rate as of 2020

Table 5: Internet Movie database rate - 2019

| <i>(Film / Year) 2019</i> | <i>Genre</i> | <i>IMDb Rate as of 29-12-2020</i> |
|-----------------------------|-----------------------|-----------------------------------|
| Peranbu | Drama | 9 |
| Super Deluxe | Comedy, Crime, Drama, | 8.6 |
| Asuran/Action. Drama | Action/Thriller | 8.5 |

Table 5 shows the genre of the films, and IMDb rate as of 2020



Graph 5 shows the domination of film genre of the films, IMDb rate as of 2020

Conclusion

This research concludes that there is a changing trend happening the Tamil cinema industry. Young directors do a lot of good work. Newcomers like, KarthickNaren, KarthickSubburaj, LokeshKanagaraj, Lenin Bharathy, Ram Kumar, Maariselvaraj provide different genres and excellent content. Based on the data in the graph, it is noted that there is a strong development in the content of the genre action, crime and thriller. Film production has also grown steadily from Table 4 shows the genre of the films, and IMDb rate as of 2020 2015 to 2019.

There is a development in characterizing women, the narrative structure of the story (unpredictable extremes), and the quality of story and content. Furthermore, the representation of the oppressed people (KaakaMuttai, PariyerumPerumal), has a major change in the stories. Stories have psychological flashbacks that are well thought out (TheeranAdhigaramOndru, Ratchasan). In addition, the film budget has a lot of changes (low budget together with very high budget). Technical aspects such as the use of animation and visual effects (2.0, Bahubali series), music and the quality of sound engineering have evolved considerably. Moreover, Tamil films have gained recognition around the world since 2015. Films like Visaaranai, Kaakamuttai, Asuran, Super Deluxe, OthaSeruppu number 7, Vada Chennai, Ratchasan and 2.0 contribute to the expansion of the global film marketing industry.

Limitations and Future work

There are more than two hundred movies are released every year in Tamil film industry. This research considers only the highly rated and highly acclaimed movies of Tamil films released in Tamil Nadu. So it will be difficult to pinpoint all the recent developments of Tamil cinema. Also, it will be a difficult task to analyze all the Tamil movies. Future research work is possible to understand the recent developments based on the selection of different movies.

Acknowledgement

I want to convey my heartfelt thanks for the contributions of co-author Dr. M.R. Chitra Mai for her helps in the preparation of this research work. The authors B. Senthil Kumar and MR Chitra Mai acknowledge the facilities and encouragements given by the management the Vels Institute of Science, Technology and Advanced Studies to complete this research paper work.

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