

# South Indian Film Industry in Transformation

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**Abstract** - The main aim of this research paper is to study the recent transformation in south Indian film industry. A case study approach is used in this research paper to analyze the recent transformations. This research considers the Pan India movies like Bahubali-The beginning, Bahubali-The conclusion, KGF-1, KGF-2 and Ponniyin Selvan-I and their impact on Indian film industry. The above mentioned movies totally transform the way of outlook regarding the undermining of regional south Indian film industry. Those selected movies not only gets highest box office collection but also transformed the film making methods belongs to south Indian film industry. Because of this biggest transformation a steady competition and challenges arises between the dominant film industries like Bollywood, Kollywood as well as Telugu film industry. This healthy competition between these dominant film industries of India gives many more opportunities to explore worldwide market. Those films have strong heroism as well as strong hero portrayal. The hero portrayal of those films strongly supports the heroism science. Films like KGF-1, and KGF-2 entirely challenges the conventional portrayal of hero characterization. Even though more violent scenes are present in those movies, the logical behind the actions of those film's protagonist characters are well explained without any questions. The identity searching of the main characters are well defined in those movies. Movies like KGF series, Bahubali-1, Bahubali-2, Ponniyin Selvan-I set a new standards to south Indian film industry. Bahubali series sets a new record in box office collection throughout the world. The visual effects shots, and animation portions of the Bahubali series of movies expands the possibilities of imaginations and filmmaking styles. The films like KGF-1 and KGF-2 entirely changes the portrayal of hero characterization.

**Key Words:** South Indian Film Industry, Bollywood, Heroism, Hero Characterization, Transformation

## 1. INTRODUCTION

Heroism is a recently developed topic related to psychology. It is a scientific study about traits of heroes. Many research works supports the acts related to pro

social behavior and acts with any selfless service to fellow human beings without any hindered motives.

### 1.1 HEROISM

According to Cambridge dictionary heroism refers to great courage. The terms like bravery, valor, and courage are referred as heroism. Scott Allison coined the term in a scientific way during the conference in 2016 at Perth, Australia. Scott Allison's keynote speech converged the truth behind the science of heroism. Later Franco (2011) developed the requirements like mind-sets, and attitudes for the heroic achievements. To study the heroism, an integrated approach needed between the different disciplines such as social science, arts, and humanities. Kraft discussed the criteria for heroic activity. Kraft et al. found out the links between the heroic activities and peoples' perception about the heroism. According to Kraft et al. those heroic activities were very rare acts and costly for heroes.

Susan Ross discussed the heroic transformation from ordinary person to hero. Ross explained the heroic transformation in three terms such as inspiration, guidance, and protection. Susan Ross's research findings showed the affecting forces related to heroic activities and heroism. Allison et al. discussed about the mental, physical, spiritual and psychological transformation of heroism.

### 1.2 HERO CHARACTERISATION

According to the article published in the Journal of personality and social psychology, there were total twelve types of traits were the basis of hero characters. They were Bravery, Courage, Conviction, Honesty, Helpful, Morality, Inspirational tendency, protective, self-less service, and Strength.

### 1.2 PORTRAYAL OF HERO IN RECENT SOUTH INDIAN MOVIES

Franco et al. suggested the three basic qualities of heroes. They were

- a) Voluntary service

- b) Actions without any expectations
- c) Taking risks and sacrifices

The act of heroism required strength, skills, moral values, and activities for the well-being of others.

## 2. REVIEW OF LITERATURE

Many research works were conducted regarding the portrayal of south Indian films' heroes and portrayal in movies. Also many research works were conducted in the field of changing trends of recently released Tamil cinema.

According to Senthil, the contemporary cinema had more violent scenes and children's violent activities. Revenge stories and obscene words in dialogues were developed in the south Indian movies. (B. Senthil Kumar et al). Alfred Hitchcock discussed about the relationships between the success of the movie and the portrayal of characters' like villain and heroes. Alfred Hitchcock gave more weightage of the villain character in all his films.

According to Prabakarn et al. the ' villainous' heroes were developed which was unethical. The heroes, as sources of inspiration, affected an individual's life such that society and its culture were influenced as a whole. Fans observed their successful heroes, admired them for their accomplishments and pushed themselves towards such higher goals, relatively impacting the society they thrived in as well. (Panbu Selvan et al). Actors may be physically mortal, their cinematic charisma is 'immortal' in the minds of the people (K Jeshi, 2012). Campbell J revealed in his book about transformations of the Hero as Warrior, as Lover, as Emperor and as Tyrant and as World Redeemer. Most Tamil films featuring the leading actors had at least one song glorifying the valor and beauty of their heroism.<sup>5</sup> Cinematic fame stepped stone for actors political career.<sup>5</sup> Senthil's research work showed the changing mindsets of Tamil film stars and audience towards heroism. The political motives of the film actors were shown in recent movies like Sarkar and LKG.

Many research works helped to understand the hero worship in south Indian cinema industry. Santosh et al. research work showed the importance of social media tools like Facebook on movies' success and box office collection.

**Table -1: Box office collection report/Year**

BAAHUBALI-1	BAAHUBALI-2	KGF-1
\$24,548,038	\$254,158,390	\$6,421,597
2015	2017	2018

Table 1 shows the box office collection report of IMDb data site and the year of the release of the movies.

KGF-2	PONNIYIN SELVAN-I
\$89,123,940	\$21,876,105
2022	2022

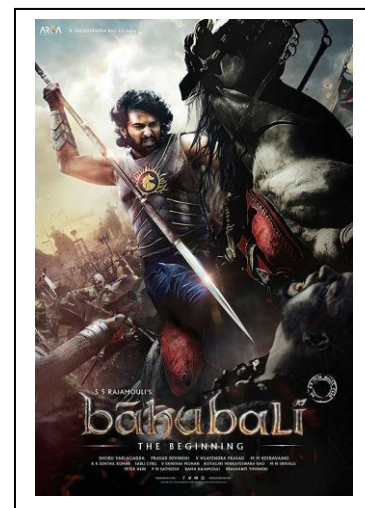
Table 2 shows the box office collection report of IMDb data site and the year of the release of the movies.

## 3. RESEARCH METHODOLOGY

This research paper considered the mega hit movies related to south Indian film industry. Also it examined the protagonist's role and characterization and its importance in the movies. This research samples were selected from the Pan Indian hit movies. The movies like BAHUBALI SERIES, KGF SERIES, AND PONNIYIN SELVAN-I of south Indian film industry had huge box office collection report (IMDb report). Those movies were selected because of its box office collection report and portrayal of heroes in a different way than usual.

### CASE -1 BAHUBALI - THE BIGNINNING

Bahubali -The beginning was directed by S.S. Rajamouli. The lead roles were played by Prabhas, Sathyaraj, Ramya Krishnan, and Rana. The hero character were portrayed as a mighty character with moral values. (Supporting his family with his skills and brave activities)



**Fig -1:**

Figure one showed the bravery of the hero in the battle field (Prabhas)

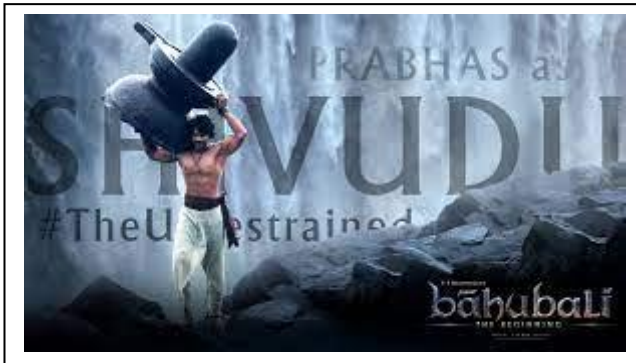


Fig -2:

Figure two showed the moral and spiritual values of the main character. Shivudu (Prabhas)

**CASE -2 BAHUBALI – THE CONCLUSION**

Bahubali –The Conclusion was directed by S.S. Rajamouli. The lead roles were played again by Prabhas, Anushka sharma, Tamanna, Sathyaraj, Ramya Krishnan, and Rana. The hero character had traits such as bravery, self-sacrifice, risk taking ability, skills, helping the needy, etc. (Supporting his family with his skills and brave activities).



Fig – 4:

Figure four showed the moral values (People and motherhood) of the hero in the middle scene (Prabhas)

**CASE-3 KGF-1**

KGF- 1 was directed by Prasanth Neel. The lead roles were played by Yash and Raju and Shetty. The hero character had traits such as bravery, risk taking ability, skills, helping the needy, etc. (Supporting poor people with his brave activities).

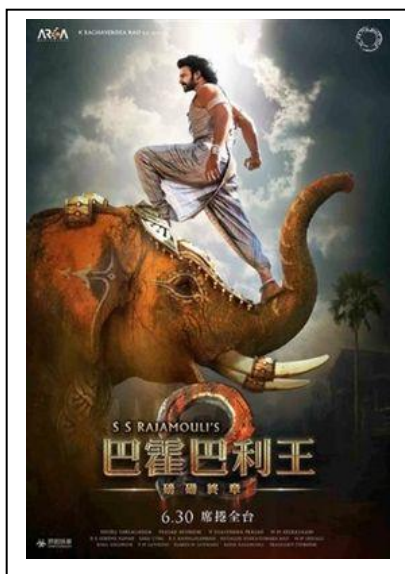


Fig - 3:

Figure three showed the bravery of the hero in the introduction scene (Prabhas)

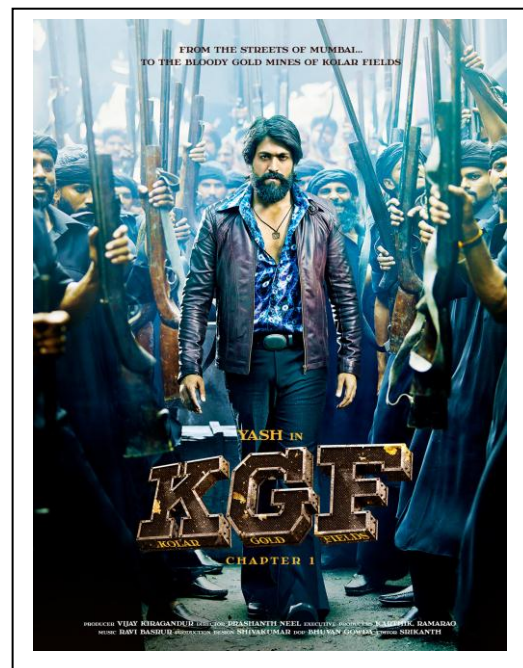


Fig - 5:

Figure five showed the bravery of the hero in the important scene of the storyline. (YAsh)

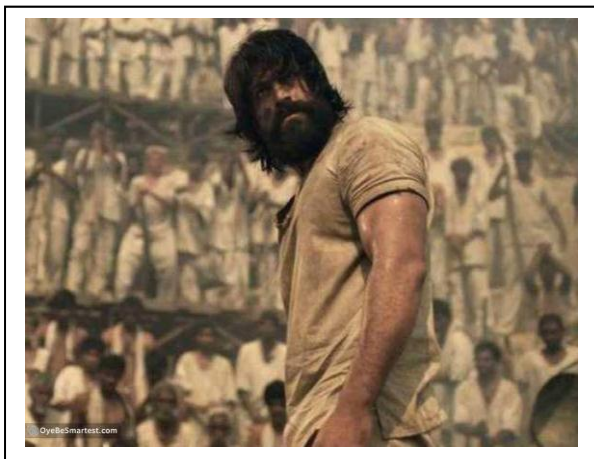


Fig - 6:

Figure six showed the values (fighting for the People) of the hero in the important scene (Yash)

**CASE -4 KGF-2**

KGF- 2 was directed by Prasanth Neel. The lead roles were played by Yash and Prakash raj, Sanjay Dutt. The hero character had traits such as bravery, risk taking ability, skills, helping the needy, etc. (Supporting poor people with his brave activities).

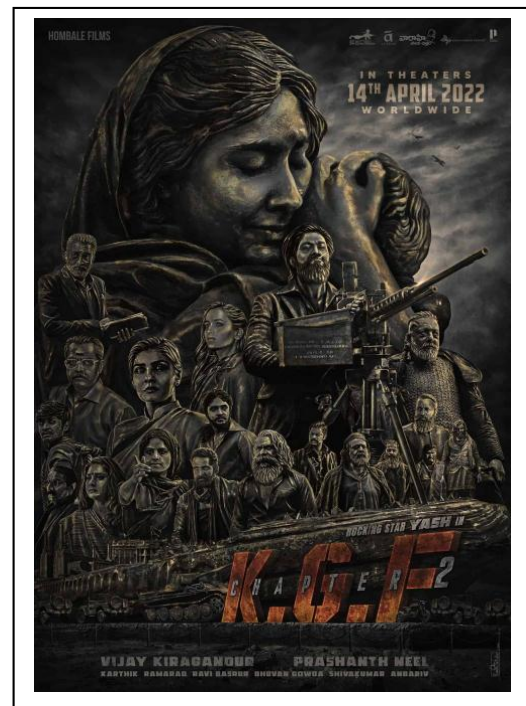


Fig - 8:

Figure eight showed the values (fighting for the People of his origin) of the hero in the important scene (Yash).

**CASE -5 PONNIYIN SELVAN-I**

Ponniyin Selvan- 1 was directed by Manirathnam. The lead roles were played by Jeyam Ravi, Vikram, Karthi, Iswarya rai, Thirisha. The hero character had traits such as bravery, risk taking ability, skills, helping the needy, etc. (Supporting and fighting for the people with his brave activities).



Fig - 7:

Figure seven showed the bravery of the hero in the important scene of the storyline. (Yash)



Fig - 9:

Figure nine showed the bravery of the hero in the important scene of the storyline.



**Fig: 10:**

Figure ten showed the values (fighting for the People of his land) of the hero in the important scene (Jeyam Ravi)

#### 4. RESEARCH FINDINGS

This research showed that transformation of the portrayal of heroes in the pan Indian hit movies. The heroes' transformation of the movies played a crucial role in the success of the recently released mega hit pan Indian movies. The movies such as Bahubali series, KGF series, and Ponniyin Selvan-I of south Indian cinema industry showed the essential qualities to get the audience's attraction throughout India.

This research findings showed the essential and dominant traits such as Bravery, Selfless service, Risk taking ability, Values, and competent and confidence.

#### 5. CONCLUSION

This research concludes that there is transformation happening in the portrayal of heroes and heroism in recently released south Indian cinema. Furthermore, it shows the changing trends of south Indian cinema industry. The main roles of the characters have strong brave acts in the very difficult situations without any fear. Also, the main roles have a purpose to fight for their values. There is a common fact present in those mega hit movies. This type of changing transformation leads to a healthy state of south Indian cinema industry. The findings of this research work can be used to understand the changing face of south Indian movie industry.

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