

South Indian Film Industry in Transformation

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ABSTRACT;

The main purpose of this research activity is to studying recent changes in South Indian cinema industry. A case study approach is used in this study. A paper analyzing recent changes. The journal focuses on pan-Indian films such as Baahubali The Beginning, Baahubali The End, KGF-I and KGF-2, and Ponniyin Selvan-I and its influence on Indian cinema industry. The above movie is completely change their point of view. It will undermine the South Indian film industry in the region. These select movies don't just get the highest box office. It changed not only the collection, but also the filmmaking Method belongs to the South Indian film industry. Because This greatest transformation, constant competition, Challenges arise among the dominant film industry Bollywood, Kollywood, Telugu movies, etc. industry. This healthy competition between these India's dominant film industry is growing even more Opportunity to develop the global market. these movies It has strong heroism and strong heroic depictions. The heroic portrayals of these films strongly endorse it. heroism science. Finished movies like KGF-1 and his KGF-2 Challenge conventional hero expressions characterization. even more violent scenes The logic behind the action is there in these movies The hero of this movie is fine Explain without questions. identity search These films have clearly defined major characters. KGF series, Bahubali-1, Bahubali-2, Ponniyin Selvan-I has set a new standard in South India

movie industry. Bahubali Series Sets New Boxing Record Office collection around the world. visual effect The footage and animation part of the Bahubali series Movies expand the possibilities of imagination, cinematic style. Movies such as KGF-1 and KGF-2 Completely change the appearance of your hero's characterization.

INTRODUCTION;

The South Indian film industry is a collective term used to refer to the Tamil, Telugu, Kannada, and Malayalam film industries, which produce movies in the South Indian states of Tamil Nadu, Andhra Pradesh, Telangana, Karnataka, and Kerala. The industry has a long and rich history, dating back to the early 1900s, and has produced some of the most iconic and influential films in Indian cinema.

The Tamil film industry, based in the state of Tamil Nadu, is the largest and most influential of the four industries. It is known for its socially relevant themes, strong storylines, and the use of music and dance as integral parts of its storytelling. The Telugu film industry, based in the states of Andhra Pradesh and Telangana, is known for its commercial appeal, grandeur, and larger-than-life themes. The Kannada film industry, based in the state of Karnataka, has a reputation for producing critically acclaimed films with strong performances and powerful narratives. The Malayalam film industry, based in the state of Kerala, is known for its realistic and naturalistic approach to storytelling and its focus on exploring human emotions and relationships.

South Indian films have been widely recognized and awarded both nationally and internationally. Many of its actors and technicians have achieved international acclaim, and the industry has contributed significantly to the growth and development of Indian cinema. With a large and diverse audience base, cutting-edge technology, and a pool of talented artists, the South Indian film industry continues to thrive and evolve, and remains an integral part of Indian cinema.

Heroism is a recently developed theme, psychology. It is an academic study of hero traits. Many studies support actions associated with Pro social actions and actions involving selfless service to fellow humans A person without a disturbing purpose.

SCOPE;

The South Indian film industry, also known as the Tamil, Telugu, Kannada and Malayalam film industry, has grown steadily over the years and has great potential for further expansion.

One of the main reasons for this is the large and diverse users these industries serve. South Indian films are not only popular in India, but also have a great following in other countries such as the US, UK and the Middle East. Furthermore, the rise of streaming platforms such as Netflix, Amazon Prime Video and Hotstar have enabled South Indian films to reach a global audience.

Another factor contributing to the growth of the South Indian film industry is the growing number of talented actors, directors and technicians. Many South Indian films have won critical acclaim and awards at international film festivals. This is a testament to the talent and creativity of the people involved in the industry.

In addition, the advent of new technologies and techniques has enabled South Indian filmmakers to produce high quality films comparable to those of Hollywood. His advanced use of VFX and CGI has opened up new possibilities for filmmakers to create visually stunning and immersive films.

OBJECTIVES;**Artistic goals:**

Produce artistically and aesthetically rich and innovative films that showcase the talents of actors, directors, writers and other technologists.

We experiment with new and diverse storytelling techniques, styles and genres to create unique and compelling films.

Culture-related goals:

to showcase the traditions, customs, and values of South India through films in order to promote and preserve the region's rich cultural heritage.

to draw attention to the richness and diversity of South Indian culture and to instill a sense of national pride among South Indians.

societal goals:

to produce movies that promote social awareness and speak to relevant social issues like discrimination, inequality, and poverty.

to produce movies that advance social ideals like respect, love, and compassion and advance society as a whole.

Commercial Goals:

to create movies that have a broad audience appeal and bring in money for the business.

to establish a strong market presence and to compete with other film industries in India and around the world.

1.1HEROISM;

According to the Cambridge dictionary, heroism is the great courage. Words like courage, bravery, called heroism. Scott Allison used the term Scientific Pathways during the 2016 conference in Perth, Australia. Scott Allison keynote The truth behind the science of heroism. Later Franco (2011) Developed requirements such as mindsets and attitudes for heroic deeds. To study heroism, An integrated approach needed between different Areas such as the social sciences, the arts, and the humanities. Kraft discussed the criteria for heroic conduct. Power Al. heroic action and People's perception of heroism. big power and others. These heroic acts were very rare deeds and costly for heroes. Susan Ross talked about her heroic transformation From ordinary people to heroes. Ross bravely declared this Transformation in three senses like inspiration, leadership and protection. Research by Susan Ross showing the energy associated with heroic deeds, heroism. Allison et al. talk about spiritual things, physical, mental and psychological transformation heroism.

1.2 HERO CHARACTERISATION;

According to an article published in the Journal of Journal, Personality and social psychology were 12 people in all Types of traits were the basis of the hero his character. She Courage, courage, faith, honesty, mutual aid, moral, inspirational tendencies, protective, selfless service and strength.

1.3PORTRAYAL OF HERO IN RECENT SOUTH INDIAN MOVIE;

Franco et al. He proposed three basic characteristics of heroes. they are

- a) voluntary service
- b) Unexpected Behavior
- c) take risks and sacrifices

The Acts of heroism include strength, skill, moral worth, Activities for the benefit of others.

2. REVIEW OF LITERATURE;

Many studies have been carried out on portraits of heroes in South Indian films and depictions in movie. In addition, many research works have been carried out in Trending field in Tamil cinema released recently. According to Senthil, contemporary cinema has many violence and violent activities of children. Revenge Profanity stories and words in the dialogues have been developed in South Indian Film. (B. Senthil Kumar and others). Alfred Hitchcock discussed the relationship between the success of the movie and the roles of characters like villains and heroes. Alfred Hitchcock added more weight of the villain in all of his films. According to Prabakarn et al. "evil" heroes are has developed what is unethical. Heroes, as the origin of inspiring, influencing an individual's life in a way that society and its culture has been affected as a whole. fans watching their successful heroes, admire them for them achievements and push yourself towards it higher goals, having a relative impact on the society in which they develop in too. (Panbu Selvan and others). Actors can be physicaldeadly, their cinematic charm is their "immortal" charisma of the people (K Jeshi, 2012). Campbell J revealed in him book of Hero's transformation into Warrior, in Lover, as Emperor, Tyrant and Redeemer of the world. Most Tamil movies starring main actors have at least a tribute to their brave beauty and the beauty of their heroism.⁵ Film fame is a springboard for actors' political careers.⁵ Senthil's research shows changing mindsets Tamil movie star and heroism-driven audience. THEpolitical motives of the film's actors have been shown recently movies like Sarkar and LKG.

Many studies have helped to understand the hero in the South Indian film industry. Santosh et al. Research has shown the importance of social media tools like Facebook about the success and box office of movies 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 percentage of box office revenue IMDb data website and release year of the films.

3. RESEARCH METHODOLOGY;

This research article looks at hit movies associated with the South Indian film industry. He also checked the role and characteristics of the main character and its importance on movies. These research samples were selected from successful all-India film. Movies like BAHUBALI SERIES, KGF SERIES .Indian film industry has huge box office revenue (IMDb report). These movies were chosen because box office reports and portraits of heroes in one in a different way than usual.

CASE -1 BAHUBALI – THE BIGNINNING;

Bahubali - The start led by S.S. Rajamouli. The main roles are played by Prabhas, Sathyaraj, Ramya Krishna and Rana. The hero character is portrayed as a strong character with moral values. (support his family with his bravery skills and activities)



Fig -1:

Figure 1 shows a hero's bravery in battlefield



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, selfsacrifice, risk taking ability, skills, helping the needy, etc. (Supporting his family with his skills and brave activities)

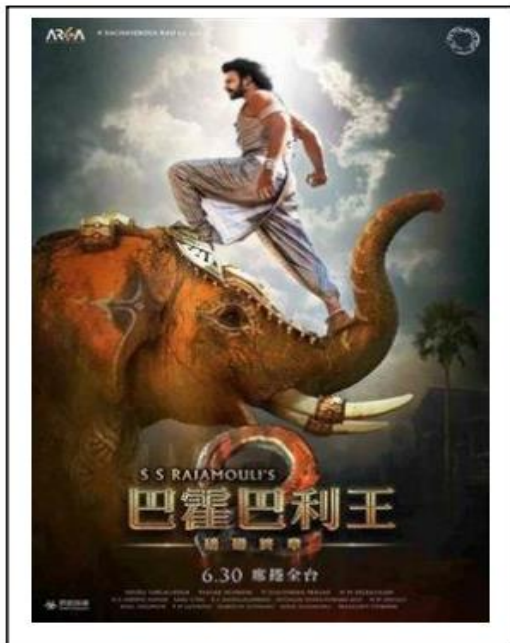


Fig - 3:

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

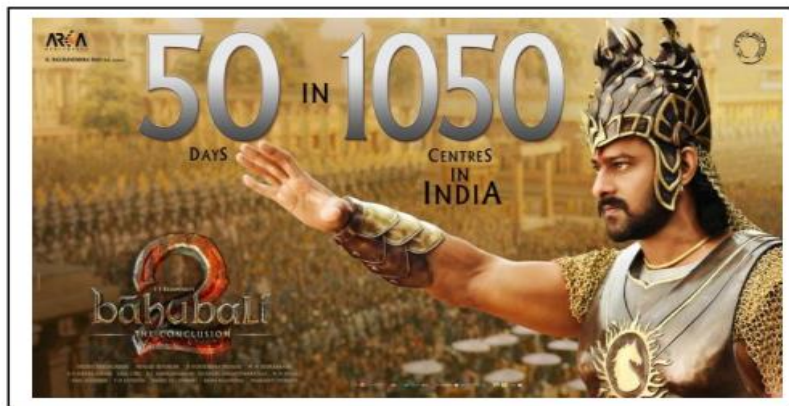


Fig – 4:

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

CASE-3 KGF;

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)

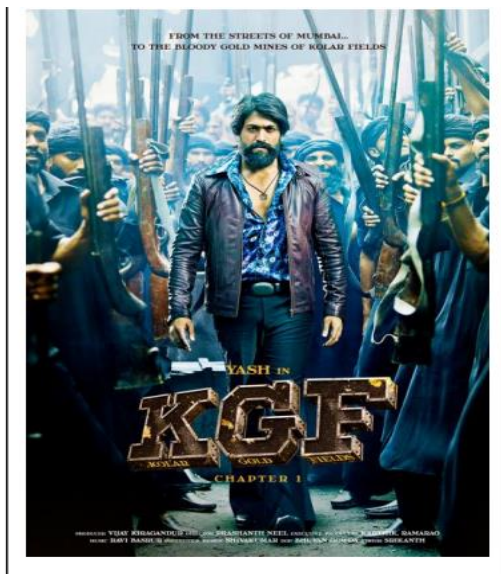


Figure five showed the bravery of the hero in the important scene of the storyline. (Yash)



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).



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



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

4. FINDINGS;

This study demonstrated transformation of this expression Pan-Indian hit movie heroes. of heroes The transformation of cinema played a decisive role in this The success of the recently released blockbuster Pan Indian movie. Burf Bali series, KGF series, and Ponniyin Selvan-I of the South Indian Film Industry demonstrated the essential qualities to captivate an audience Attraction across India. These findings are the essential and dominant courage, selfless service, willingness to take risks, values, competence and trust.

5. CONCLUSION;

This article 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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