



SOUTH INDIAN CINEMA: AN ANALYSIS OF PRODUCTION, CONSUMPTION AND CULTURE

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Abstract: The South Indian film industry, commonly called "Tollywood" or "South Indian cinema," has an illustrious history. Several south Indian states, including Tamil Nadu, Telangana, Kerala, Karnataka, and Andhra Pradesh, all have robust film industries that fall under this umbrella. South Indian film has had tremendous success not just in India but even internationally. This study attempts to explore the cultural relevance, production features, and viewing habits of South Indian films among the audience. To provide readers a thorough overview of this thriving film business, the research makes use of both quantitative and qualitative data. The films that have been chosen for examination include "Pushpa," "Minnal Murali," "KGF Chapter 1 and 2," and "Ponniyin Selvan 1 and 2" which are some of the most important works in South Indian cinema. According to the study's results, a number of elements—including compelling material anchored in rituals, mythology, and history, the use of cutting-edge VFX technology, excellent performers, and engrossing storytelling—have contributed to South Indian cinema's growth in favor of pan-Indian distribution.

Index Terms - South Indian Film, Success, Pan India, Production, Consumption, and Culture

1. INTRODUCTION

Cinema, a potent art form of the 20th and 21st centuries, mixes a number of aspects, including acting, direction, cinematography, and more, to express stories and emotions. Its beginnings may be seen in the invention of photography. The zoetrope by William George Horner, the praxinoscope by Charles-Émile Reynaud, Eadweard Muybridge's motion studies, the kinetoscope by Thomas Edison, and the Cinématographe by the Lumière Brothers in 1895 are notable inventions. By pushing the limits of storyline and effects with films like "A Trip to the Moon" in 1902, Georges Méliès broadened the reach of cinema. Cinema has developed as a strong medium for tackling difficult subjects and igniting debates, representing many cultures and points of view. Films are now easier to obtain because to digital technology and streaming services, but they continue to be a vital component of our culture that inspires, informs, and entertains.

1.1 Transition of movies: Silent to Sound

In cinema history, the transition to sound films, or "talkies," was a turning point that fundamentally altered how tales were shown on screen. Significant developments were: Western Electric and Warner Bros. first used synchronised sound using the Vitaphone technology in the 1926 short film "Don Juan." The Jazz Singer by Alan Crosland (1927): "The Jazz Singer" by Alan Crosland, which made its premiere in 1927, was the first full-length talking picture. Technology for audio on film Comparing sound-image synchronisation to separate phonograph records, sound-on-film technology was more effective. Systems like Movietone and Photophone were created as a result of the commercial success of Vitaphone and The Jazz Singer, improving sound quality and synchronisation.

1.2 Beginning of the Indian Cinema

In Indian cinema, it was noteworthy when silent films gave way to sound ones. The first silent feature film made in India, "Raja Harishchandra" (1913), and the first sound film made in India, "Alam Ara" (1931), are notable examples of this transitional period's cinema. Madan Theatres created significant silent films. The first literary adaptation was "Devdas" (1928), and "Puran Bhagat" (1933) included sound and melody. While "Sant Tukaram" (1936) attracted attention internationally, "Achhut Kanya" (1936) dealt with caste discrimination. Both "Sita Swayamvar" (1936) and "Indrasabha" (1932) set the bar for colour tinting. The important silent film era came to an end with "Zamindar" (1942), and sound cinema was introduced with "Alam Ara."

Cinema in 1940-1960s:

Indian cinema grew significantly between the 1940s and the 1960s. During the 1940s, prominent filmmakers like Raj Kapoor and Mehboob Khan made their film debuts, contributing to the heyday of Hindi cinema. Great praise was given to movies such as "Barsaat" (1949) and "Mother India" (1957). The famed music composition duo Shankar-Jaikishan also rose to prominence in the 1950s. This golden age continued throughout the 1960s with epic storytelling and grandiose films such as "Mughal-e-Azam" (1960). During this decade, performers like Dilip Kumar and the legendary playback vocalist Lata Mangeshkar also rose to fame. In addition, the 1960s witnessed the emergence of regional theaters, helped along by the work of directors like Bengali filmmaker Satyajit Ray. This epoch laid the foundation for India's diverse and vibrant film landscape, which presently comprises various languages and regional film industries.

Cinema in 1970s:

With notable films in a variety of languages and genres, the 1970s were a significant decade in Indian cinema. Amitabh Bachchan became well-known for his roles as the "angry young man" in films like Zanjeer, Deewar, and Sholay. Socially significant films came from the Parallel Filmmaking Movement, which was spearheaded by Satyajit Ray. Action-drama-romance-comedy flicks called "masalas" became in popularity. In South India in particular, regional film flourished. The early 1970s were dominated by Rajesh Khanna's success, while Dev Anand continued to have a big impact. With renowned playback singers, the decade was a golden age for Indian cinematic music. The releases of classic films like "Sholay," "Anand," "Amar Akbar Anthony," "Gol Maal," and "Mera Naam Joker" are noteworthy. Some, like "Sholay" and "Deewaar," attained global acclaim. Indian cinema's history was forever changed by the '70s, opening the door for expansion in the years to come.

Cinema in 1980s:

In Indian film, the 1980s were a crucial decade. Regional film grew but Bollywood remained the dominant force. Action, drama, romance, comedy, and music-filled masala films are still widely watched. Action heroes included Mithun Chakraborty, Amitabh Bachchan, and Anil Kapoor. With Rishi Kapoor, Anil Kapoor, and Govinda, romantic musicals flourished. Rajinikanth became a cinema legend in South India. Filmmakers like Shyam Benegal and Govind Nihalani contributed to the ongoing Parallel Cinema. At foreign film festivals, Indian films received widespread acclaim. Movies from the 1980s like Sholay, Mr. India, Qayamat Se Qayamat Tak, Mashaal, and Tezaab are classics. In this decade, films with strong female leads like "Arth" and "Chandni" were released. Storytelling and advertising were affected by television. Indian film has changed while preserving its own storyline. The future's variety and progress were paved in this decade.

Cinema in 1990s:

Indian film saw a transformation in the 1990s. Family-friendly films like "Hum Aapke Hain Koun...!" and "Dilwale Dulhania Le Jayenge" were more well-liked. Shah Rukh Khan, Aamir Khan, and Salman Khan established the "Khan era" by becoming megastars. Films that highlight urbanisation and globalisation were affected by economic liberalisation. Technology developments helped Parallel Cinema continue to develop. In South India, in particular, regional film flourished. The success of Indian film at the box office was aided by collaboration with international production firms and well-known soundtracks. The decade merged contemporary sensibilities with classic storylines, establishing Indian cinema's global impact and paving the way for upcoming innovation.

Cinema during 2000s:

Indian film continues to grow and adapt during the 2000s. Both locally and internationally, regional films rose to popularity. Commercial juggernauts like "3 Idiots," "Dabangg," and "Baahubali" increased the appeal of Indian cinema abroad. Films like "Bhaag Milkha Bhaag" and "Pink" that tackled societal concerns and unusual themes were increasingly focused on content-driven storylines. Popularity increased for films with strong female leads, such as "Queen" and "Piku." Real-life tales were a recurring motif in films like "Dangal" and "Manikarnika." With the help of actors like Rajinikanth and Prabhas, Telugu and Tamil films saw incredible success. The emergence of OTT platforms changed how material was consumed, and filmmakers began to experiment with web series and original programming. Technology advancements enhanced the sound and visual effects. Releases in many languages, such as "Baahubali" and "KGF," attracted a larger audience. Digital platforms upended conventional distribution and provided fresh business options. With new talent and different narrative, Indian cinema has continued to develop and expand, capturing the attention of audiences worldwide.

1.3 Background of South Indian Cinema Industry

The South Indian film industry, commonly called "Tollywood" (a mashup of Telugu and Hollywood), or "South Indian cinema," has a long and illustrious history. Several southern Indian states, including Tamil Nadu, Telangana, Kerala, Karnataka, and Andhra Pradesh, all have robust film industries that fall under this umbrella.

1940-1960s:

With significant advancements in the Tamil, Telugu, Malayalam, and Kannada film industries, the 1940s to 1960s were a pivotal period in South Indian movie history. Tamil cinema experienced a Golden Age thanks to the emergence of iconic performers like M.G. Ramachandran and Sivaji Ganesan. Telugu cinema helped actors like N.T. Rama Rao become well-known. There were a lot of societal issues, mythology, and family drama-based themes. Notable film directors include K. Balachander and B. Nagi Reddy.

Superstars like M.S. Subbulakshmi and M.S. Viswanathan shaped the music industry, and music played a significant role. The foundation for the rich cinematic traditions that still flourish in South Indian cinema today was laid during this era.

1970s:

Realistic and socially conscious stories replaced mythological and historical ones in South Indian cinema throughout the 1970s. N. T. Rama Rao became well-known in Telugu film, whilst Rajinikanth rose to prominence in Tamil cinema. In socially aware Kannada films, Rajkumar and Vishnuvardhan made appearances. Socially important and thought-provoking films were produced by directors like K. Balachander, K. Vishwanath, and Puttanna Kanagal. The "New Generation" of Malayalam filmmakers made their debut with the introduction of realism to the medium. During this time, a variety of stories were told, including societal themes, family-focused stories, action scenes, love stories, and expansive mythical epics. Exaggerated looks and movements were utilised by actors in expressive acting styles to successfully portray emotions. A lot of time was spent on emotional passages, and song and dance routines allowed performers to convey their feelings via choreography and music.

1980s:

South Indian cinema saw a significant transition in the 1980s as a result of the emergence of well-known performers like Kamal Haasan, Sivaji Ganesan, Chiranjeevi, Ambareesh, and Shankar Nag. While Mani Ratnam, Singeetam Srinivasa Rao, and Fazil became popular directors with their creative and emotionally compelling films, filmmakers like Padmarajan and Bharathan elevated Malayalam cinema. In addition to memorable melodies, comedies, and action scenes, this era was characterised by hero-centric tales with broad appeal. To increase awareness, films focused on issues including poverty, corruption, caste prejudice, and women's empowerment. Strong lines were essential for heightening action and emotional visibility, and actors gave passionate, theatrical performances to enthral the audience with spectacle and excitement.

1990s:

With the development of stars like Venkatesh and Nagarjuna in Telugu films and Dr. Rajkumar and Vishnuvardhan in Kannada films, South Indian cinema diversified in the 1990s. Tamil film was revolutionised by "Roja" and "Bombay" by Mani Ratnam. Continued producing critically acclaimed Malayalam films were Adoor Gopalakrishnan and Priyadarshan. S. Shankar and Rajiv Menon, for example, became well-known filmmakers. During this time, masala entertainers, which mixed action, humour, romance, and drama, were quite popular. Action sequences with hand-to-hand combat and staged confrontations got more intricate and technically sophisticated. The South Indian film industry in the 1990s was characterised by powerful performances and memorable language.

2000s:

The South Indian film industry embraced technology in the 2000s, including digital cinematography and visual effects. Mass-market films starring Mahesh Babu, Allu Arjun, and Jr. NTR became increasingly popular in Telugu cinema. Shankar, a Tamil director, rose to notoriety with aesthetically stunning films like "Mudhalvan" and "Sivaji." Malayalam film was revitalised by new directors with new viewpoints, such as Lijo Jose Pellissery and Dileesh Pothan. Using individuals from various origins who cope with relationships, difficulties in their own lives, and social issues, storytelling focuses on portraying daily life and universal human themes. Unusual stories with non-linear storytelling and innovative storylines have become more common. Themes of unrequited love and societal limitations were frequently explored in stories about love. The visually astounding action scenes included larger-than-life sets, bloody conflicts, and breathtaking feats, and they were choreographed using innovative technology. Characters were given depth and relatability by passionate actors. The visual extravagance that characterised song and dance routines brought excitement and celebration to the audience. Catchphrases that expressed strength and intense emotions were derived from memorable discourse that struck a chord with the audience.

2010:

Tamil, Telugu, Malayalam, and Kannada language films in South Indian cinema saw notable releases in 2010. Tamil film included the blockbuster "Enthiran" starring Rajinikanth and Aishwarya Rai Bachchan, the action thriller "Naan Mahaan Alla," and the love story "Vinnai Thaandi Varuvaaya." Both "Leader" by Sekhar Kammula and "Magadheera" by S.S. Rajamouli received critical accolades in Telugu cinema. The critically acclaimed thriller "Traffic" and the satirical "Pranchiyettan & the Saint" were both produced in Malayalam. In Kannada film, "Lucia" distinguished itself with its original story, while "Hudugaru" looked at friendship and social themes.

After 2015:

The box office performance of South Indian films, particularly those in Tamil and Telugu, has remained quite successful. The fact that several films passed the 100 crore (1 billion) mark shows how well-liked and financially successful South Indian cinema is becoming. To improve the visual appeal and production values of their films, South Indian filmmakers welcomed technological breakthroughs. The spectator was given a deeper cinematic experience as cutting-edge visual effects, top-notch cinematography, and sophisticated sound design were used more often. With the success of films like "Mungaru Male", "KGF", which became well-known throughout India, Kannada cinema had a resurgence.

1.4 Emergence and appeal throughout the country

With its incredible rise in popularity and reach, South Indian film has emerged as a prominent and vital force in the Indian entertainment industry, attracting people around the country. The background analyses the exceptional success of films like "Baahubali," "KGF," "RRR," and "Pushpa," stressing their revolutionary box office records and ability to draw large audiences across geographies and languages. By observing this pattern, we can observe South Indian cinema's enduring grit and potential as a powerful force in the current entertainment world. The elements helping the south indian movies are:

Diversity of Culture and Pan-Indian Appeal: The success of films like "Baahubali," "KGF," and "RRR," which transcend linguistic boundaries and combine local and international themes, is a testament to the revival of South Indian cinema. Some of these videos received over 100 million views thanks to online platforms and Hindi dubbing. These films emphasise Indian storytelling using folklore, rituals, and mythology as well as cultural variety. Their boundary-pushing stories, as witnessed in films like "Pushpa," include multidimensional characters that defy convention and confront social themes, emotions, and personal challenges. These stories emotionally connect with viewers. The success of South Indian film can be attributed to this narrative innovation.

Technological Advancement and Spectacle: The development of technology has been essential to the success of South Indian film. The whole cinematic experience was improved by films like "KGF" and "RRR" which set new production and visual effects standards. Cutting-edge technology and careful attention to detail produce visually stunning content. This dedication not only improves South Indian movies, but also receives widespread praise. In marketing, raising awareness, and attracting a wide range of viewers across India, trailers and teasers are essential tools.

National Release tactics: With the popularity of South Indian films rising, several directors are utilising national release tactics. The creation of anticipation and a pan-India appeal for these films is greatly aided by trailers and teasers. Filmmakers can secure a broader distribution by attracting distributors and exhibitors from other locations by highlighting the movie's strengths and enticing components in the trailers.

Social media's and viral marketing's impact: Trailers and teasers for films frequently go viral on social media sites in the current digital era. These advertising materials generate a buzz among viewers that transcends local bounds as they are shared and discussed. With the use of viral marketing, South Indian films may reach consumers they may not have previously seen and pique their curiosity.

High production values on display: South Indian films have become well-known for their beautiful graphics, technical prowess, and high production values. These elements are successfully highlighted in trailers and teasers, drawing in viewers who value high-caliber filmmaking. South Indian films may draw in a pan-Indian audience that searches for aesthetically appealing and well-executed films by exhibiting the grandeur and technical refinement through trailers.

Posters: Movie posters are essential for creating interest and catching attention in order to appeal to this larger audience. In order to appeal to audiences across India, posters with positive messages use a variety of tactics.

Bilingual or multilingual approach: South Indian films that are becoming more popular throughout India frequently release in a variety of languages, including Hindi and other important Indian languages. Good wording on posters might include memorable taglines, quotations, or titles that cut through various language boundaries and are relevant.

Universal themes: The posters may emphasise topics that are relatable to a wider audience, such as love, action, humour, or emotions. This helps to dispel the idea that South Indian films are only relevant in certain geographical contexts.

Social media presence: In the modern day, social media is crucial for advertising films. To promote buzz and enthusiasm, posters with encouraging messages are frequently posted on social media sites. To engage a crowd, interactive marketing, hashtags, and interesting captions are used.

Language Accessibility and Cross-Cultural Collaboration: Collaboration with artists from many backgrounds—including Bollywood and other regional industries—helps South Indian film succeed. These films are more widely accessible and showcase South Indian storytelling and aesthetics thanks to dub versions and subtitles that cut through linguistic barriers.

The advent of Over-the-Top (OTT) platforms: South Indian film has gained enormous appeal, especially during epidemic lockdowns, thanks in large part to digital streaming services. They provide simple access to films with subtitles and dubbing from all across the Indian subcontinent, overcoming linguistic obstacles and developing appreciation for this vast cinematic universe. South Indian films are now available to viewers globally via services like Netflix, Amazon Prime Video, and Hotstar thanks to these services' integration of traditional and modern themes, culture, and innovation.

Emerging of new talents and actors collaboration: Young and brilliant actors, directors, and technicians have proliferated in South Indian film since 2015, bringing energy and originality. The sector has been transformed by new viewpoints and imaginative narrative, with collaborations throughout India fostering its expansion. Examples include the Ajay Devgn and Alia Bhatt-starring "RRR" by SS Rajamouli and the A-list "Ponniyin Selvan" by Mani Ratnam. These partnerships fill gaps between the film and television sectors and spark interest among the public.

2. METHODOLOGY

In order to provide answers to specific research questions or examine certain phenomena, researchers employ a systematic procedure and techniques to plan, carry out, and analyse their investigations. This process is known as research methodology. It assures that the results are trustworthy, legitimate, and repeatable by acting as a guide for how a research project will be carried out.

Analytical Research methods are used for data collection and data analysis for this current research topic. The data is observed in both form qualitative and quantitative and it can be converted into any one method as per the research needs and peer reviewers can get the data in qualitative and quantitative form.

By evaluating the cultural aspect, production, and consumption, the approach used to investigate "Why South Indian films are moving towards Pan India" is described in this chapter. The data collection for this study primarily consists of three stages. In the initial stage, it gathered information using an online survey made to gather quantitative data from a wide range of South Indian moviegoers. The survey gathers data on demographics, frequency of movie viewing, favourite genres, and platforms utilised for watching films. In the second phase, four films from the four South Indian film industries (Tamil, Telugu, Kannada, and Malayalam) were examined in order to understand critical perspectives on the cultural representation and themes portrayed in South Indian films (PS-1 and PS-2, Pushpa, KGF- Chapter 1 and KGF- Chapter 2, Minnal Murali).

Data Collection by Questionnaire Method

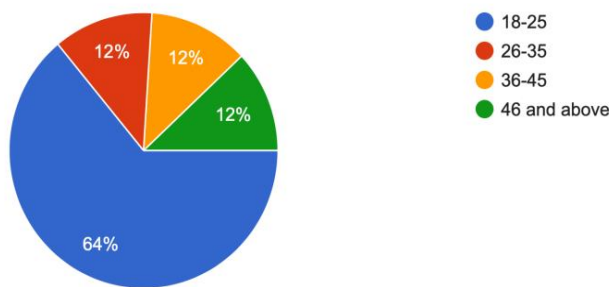
The survey was completed quickly by passing around the Google form, and responses were gathered using the yes, no, and maybe options. Filling out the form involved participants from South India and other states. The questions were set according to various parameters. The quantitative data was extracted through pie chart, and the review of four movies were done from Tamil, Telegu, Kannada and Malayalam film industry.

3. RESULTS AND DISCUSSION

Results and Discussions

What is your age range?

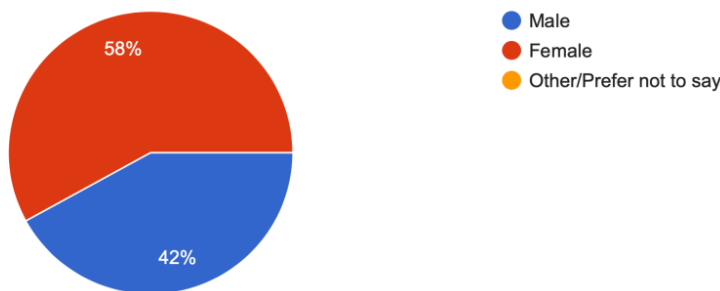
50 responses



There were 50 replies in all, of which 32 (64%) were from respondents who were 18 to 25 years old, while 6 (12%) each came from respondents who were 26 to 35, 36 to 45, and 46 and above.

Gender?

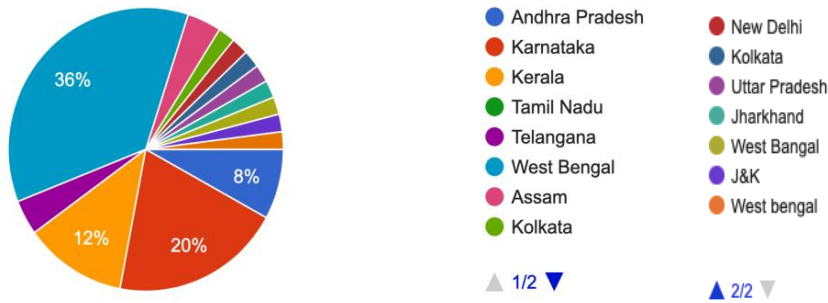
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According to 42%, there were 21 replies from men and 29 from women, respectively.

Which state are you from?

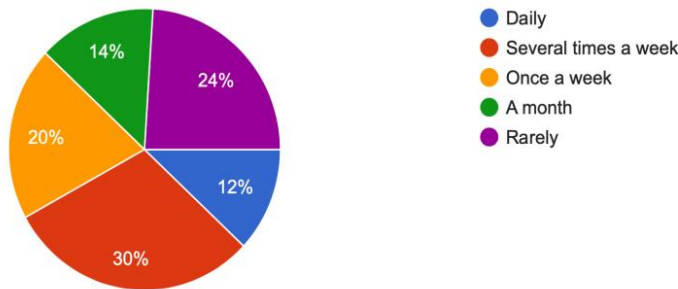
50 responses



People from the following states make up the percentage: 8% are from Andhra Pradesh, 20% are from Karnataka, 12% are from Kerala, 4% are from Telangana, 36% are from West Bengal, 2% from Kolkata and West bengal, 2% from Wesrt Bangal, 4% are from Assam, 2% are from Madhya Pradesh, 2% are from New Delhi, 2% are from Uttar Pradesh, 2% are from Jharkhand, and 2% are from Jammu and Kashmir.

How often do you watch South Indian films?

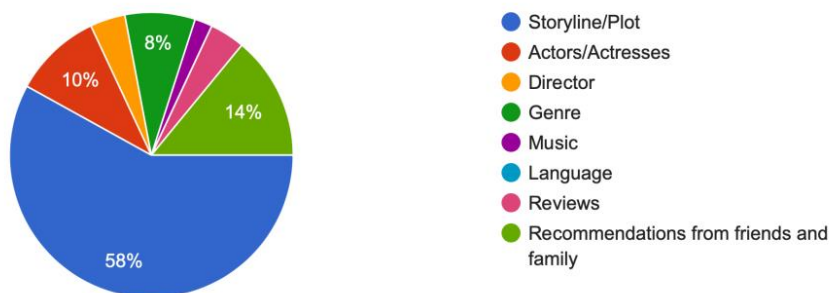
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When the watch details were reviewed, the daily watch rate was 12%, the weekly watch rates were 30%, 20%, 14%, and 12%, and the monthly watch rates were 30%, 14%, and 24%.

What factors influence your decision to watch a South Indian films?

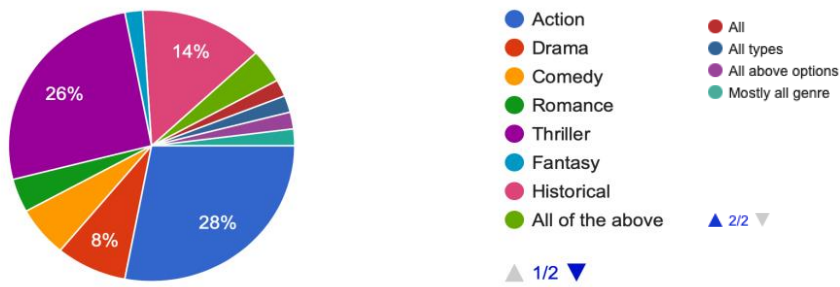
50 responses



When watching a movie, you have several options. The choice of a movie is based on a number of elements, including the genre, soundtrack, and narrative. 58% of respondents said that a movie's plot or storyline was what made them decide to watch it, while 10% said actors or actresses, 4% said directors, 8% said genre, 1% said music, 4% said reviews, and 14% said recommendations from friends and family.

Which genre of South Indian cinema do you enjoy the most?

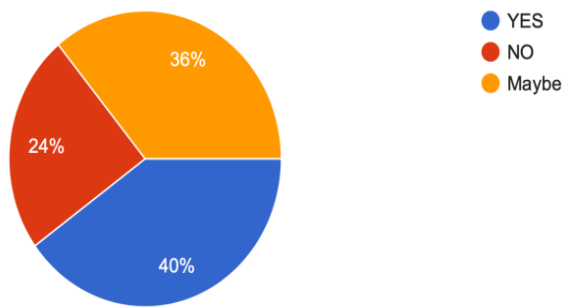
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Movies are almost always chosen based on their genre. Different portions are featured in south Indian films. 28% of respondents chose the genre "action," 8% chose "drama," 6% chose "comedy," 4% chose "romance," 26% chose "thriller," 2% chose "fantasy," 14% chose "history," and 4%, 2%, 2%, 2%, and 2%, respectively, selected "all of the above, all, all types, all above options, mostly all genres."

Do you decide to watch the movie based on the stardom? If yes, they why?

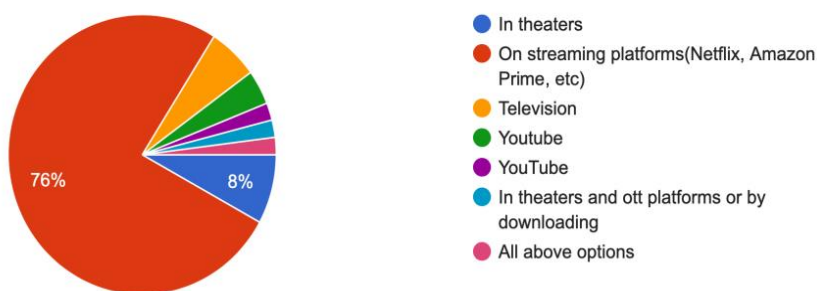
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40% of respondents chose "yes," 24% said "no," and 36% said "maybe."

How do you usually watch South Indian films?

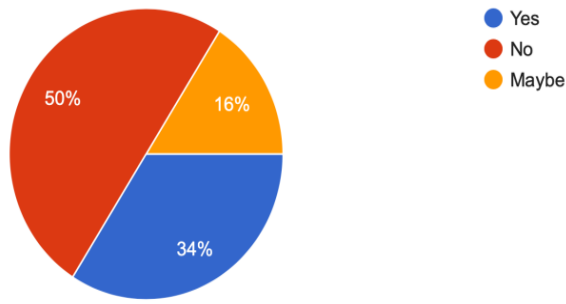
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8% of respondents said they would watch a movie in a theatre, 76% said they would watch one on a streaming service (such as Netflix or Amazon Prime), 6% would watch television, 4% would choose YouTube, and 2% would choose all of the above. Only 2% of respondents said they would watch a movie in a theatre, one on an OTT service, or they would download it.

Does the name of production house matters when you watch any South Indian movie?

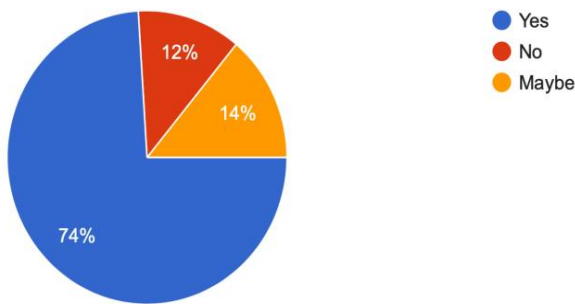
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34% of respondents replied "yes," compared to 50% who said "no" and 16% who said "maybe."

Do you think movie trailers influences you to watch the South Indian movies?

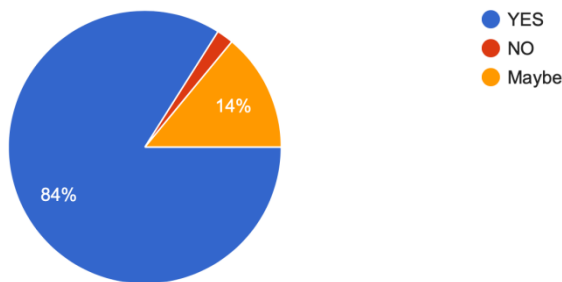
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The yes rate in movie trailers is high (74%), the no rate is 12%, and the maybe rate is 14%.

Do you think that South Indian films are able to generate demand as a result of publicity efforts?

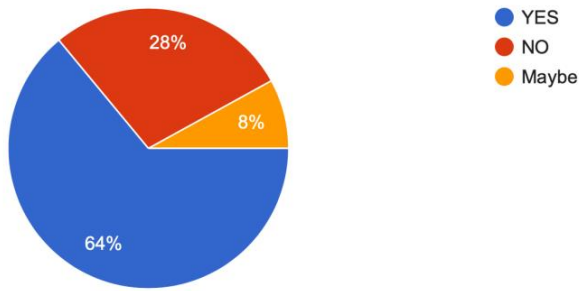
50 responses



In terms of increasing demand for South Indian films as a kind of publicity, 84% of respondents replied "yes," compared to 2% who said "no" and 14% who said "maybe."

Do you get influence by the IMDb ratings of the movie?

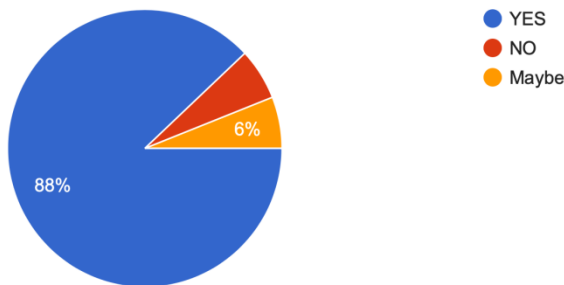
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When asked if they are influenced by IMDb ratings when watching films, 64% of viewers replied yes, 28% said no, and 8% indicated they may or may not be influenced.

Do you think dubbing is helping in the growth of the South Indian movies in the indian market?

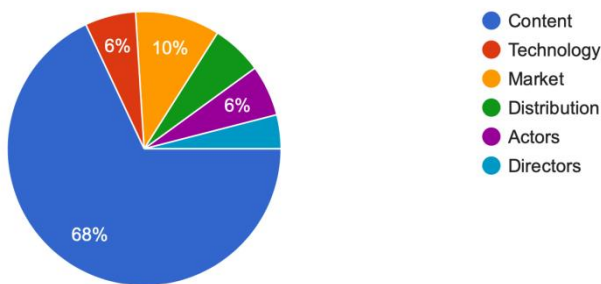
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When asked if dubbing is assisting in the growth of South Indian films in the Indian market, 88% of viewers replied yes, while 6% of viewers disagreed and 6% thought it may.

What do you think. What is making South Indian movies moves towards pan-india?

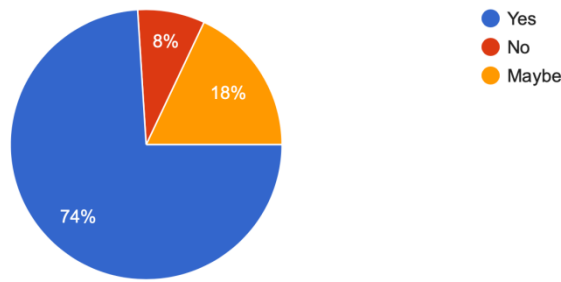
50 responses



68% of replies were for content, 6% were for technology, 10% were for market, 6% were for distribution, 6% were for actors, and 4% were for directors.

Do you agree that the advent of streaming platforms impacted the consumption of South Indian films?

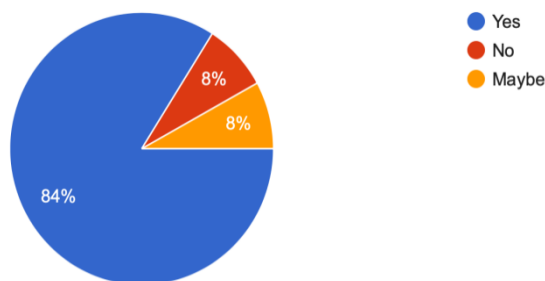
50 responses



When it comes to the influence on the consumption of south Indian films due to the emergence of streaming services, 74% of the replies were yes, while 8% and 18% were no and perhaps.

Do you think visual effects, advancement in cinematography influenced South Indian Film production?

50 responses



When asked whether they believed that the development of cinematography and the use of visual effects had an impact on the creation of South Indian films, 84% of respondents replied "yes," 8% said "no," and 8% said "maybe."

Questions	Responses	Inference
Cultural impact of South Indian cinema in the region	Helps in knowing the culture and tradition of the other states. It also brings up the history and mythology through cinema and also promotes family, love and social harmony, it also helps in getting education to reduce knowledge gap.	In essence, South Indian film emphasises ideas of social cohesion, familial values, and love while also bridging cultural gaps and advancing historical understanding. It transforms into an educational tool by combining mythology, history, and other cultural practises, which helps to create a society that is more connected and well-informed.
Cultural elements or traditions that are often portrayed in South Indian Films	History, Mythology, Pooja, Ancient hindu stories, Joint family culture, Festivals, Royal Dyansty.	The rich traditions of Pooja, ancient Hindu tales, joint family values, festivals, and royal dynasties explored in South Indian cinema serve as a vibrant tapestry that not only entertains but also preserves and highlights the region's cultural and familial essence.
Unique characteristics or styles that distinguish South Indian cinema from other film industries in India	Language, Acting, Regional and Cultural flavour, Storyline, Character Potrayal, vfx, presence of realism, simplicity, originality in content	The charm of South Indian cinema resides in its skillful use of language, honest acting, vivid regional and cultural components, sophisticated stories, well-defined character representations, competent VFX, a touch of reality, simplicity, and devotion to unique material. With this combination, a gripping cinematic experience is produced that connects with viewers all throughout India.
How influential South Indian cinema is	It has positive influencement	South Indian film has a significant influence on the

on shaping public opinion and discourse	to younger generation, Shapes publics mind easily with the storyline, depends on the mindset of the people.	younger generation, shaping their brains with gripping narratives that mirror cultural beliefs. However, this effect is dependent on the existing attitude, highlighting the industry's capacity to alter perceptions and spur good change.
Any trends or changes in South Indian cinema in recent years? If yes, please explain	Storytelling styles, vfx, content upgradation, direction, acting, importance of women, South Indian movies moving towards pan india.	South Indian cinema demonstrates its dynamic evolution, poised to enthrall audiences across the country with its rich tapestry of creativity and inclusivity. It does so with a variety of storytelling techniques, cutting-edge VFX, evolving content, skilled direction, exceptional acting, amplified focus on women's roles, and a trajectory towards a pan-India reach.
Any social or cultural themes often explored in south indian films that you find particularly interesting or important	Rich heritage and caulture, history, mythology, pooja, also shows the diversity and richness of South Indian culture, such as the languages, music, dance, art, literature.	The film of South India is entrenched in a rich tradition that effortlessly mixes mythology, pooja rituals, and history while highlighting the vibrant culture of the area. It creates a colourful tapestry using languages, music, dance, artwork, and literature to highlight the enormous diversity and creative splendour of South Indian culture.
How influential South Indian cinema is on Indian popular culture	Huge influential, it represents old dravidian tradition, they influence by the style and famous dialogues, Challenge the indian popular culture by showcasing the indian old culture which people loves to watch.	By preserving old Dravidian customs, South Indian film has a significant impact. The adoption of styles and classic conversations show its influence. It openly challenges current Indian pop culture by exhibiting beloved old Indian traditions, which resonates profoundly with fans' nostalgic inclinations.
How has South Indian cinema contributed to the overall growth and recognition of Indian cinema? Please explain	They contributed by providing movies like RRR, KGF, Bahubali. It also helped in getting worldwide recognition. Its contribution includes the uniqueness of the content, acting, vfx and revenue generation.	Blockbuster films like RRR, KGF, and Bahubali serve as examples of the contribution made by South Indian cinema. These films not only won widespread praise but also stood out for their original storytelling, first-rate acting, state-of-the-art visual effects, and significant financial success, demonstrating the industry's influence around the globe and its creative power.
Would you recommend South Indian cinema to someone unfamiliar with? If yes, then why if no, then why not	Will recommend for good content, storyline, to learn the history, culture and old tradition of India and also it gives socially responsible messages to the society.	For its interesting subject matter, captivating plotlines, and capacity to disseminate historical, cultural, and traditional information, it is highly appreciated. The distinctive quality of South Indian film is its ability to convey moral values, which makes it a vital medium that blends fun with learning and societal enlightenment.

Thematic analysis: (Questions, Responses and Inference)

Content Analysis of the movies:

PUSHPA: THE RISE:

"Pushpa: The Rise," directed by Sukumar which stars Allu Arjun and examines the red sandalwood smuggling trade in the Andhra Pradesh woodlands. It's a thriller with an original storytelling style that places a strong emphasis on character growth and stunning photography. Pushpa Raj, a fierce smuggler played by Allu Arjun, is the main character, while Rashmika Mandanna has a key supporting part.

What distinguishes "Pushpa":

Character Development: The movie follows Pushpa Raj's rise from a meek driver to a powerful figure in the world of smuggling, providing a novel take on character progression.

Social critique: "Pushpa" adds complexity to the story by discreetly criticising topics like illegal commerce, exploitation, and the effects of smuggling on society and the environment in the middle of the action and thriller components.

Focus on Circumstances: By emphasising the protagonist's struggles to get over challenges and find money and love, the film emphasises the premise that cruelty results from circumstances rather than from intrinsic character.

Realistic Setting: The movie was shot in the wild Seshachalam woods, which adds to the suspense and mood and fits with the topic.

Reflection of Social Issues: "Pushpa" captures current societal issues, making it relevant and unique in its genre.

In order to stand out in the Indian film industry, "Pushpa: The Rise" blends a distinctive character arc, societal criticism, and a realistic environment.

KGF CHAPTER 1 and 2:

Within the drama and action-adventure subgenres, "KGF Chapter 1" and "KGF Chapter 2" differ in a number of ways.

Historical Setting: Compared to modern action films, these films are set in the 1950s in the Kolar Gold Fields, providing a distinctive historical setting.

Accentuation on Regional Authenticity: They distinguish themselves from other genre films by embracing their Kannada-language heritage and exposing the heart of South Indian cinema.

Character Development: Both chapters dig in-depth into the growth of Rocky's personality, going beyond the usual action scenes to offer a multi-layered study of his journey and difficulties.

Non-Linear Narrative: "Chapter 1" makes use of non-linear narration, which adds complexity and suspense that are uncommon in action films.

Action that Feels Grounded: In contrast to many other films of the same genre, the action scenes are designed to feel more real and less stylized.

Social and political themes are addressed in these films, giving the genre a more substantial social and political influence. These themes include exploitation, injustice, and power relationships.

Cultural allusions: To further separate them, they include Indian-specific cultural allusions, such as historical figures and events.

Overall, "KGF Chapter 1" and "KGF Chapter 2" stand out among action-adventure and drama titles because of their historical backdrop, character nuance, societal criticism, and regional authenticity.

Minnal Murali:

There are various ways in which "Minnal Murali" differs from previous superhero movies:

Unique Cultural and Geographical Setting: Set in Kerala, India, it includes regional aspects, language, and cultural subtleties, providing a unique experience in contrast to typical Hollywood superhero movies.

Social criticism: The movie explores themes of exploitation, power relationships, and corporate greed, addressing the difficulties encountered by rural inhabitants and bringing depth and significance to the superhero genre.

Realistic Approach: In contrast to high-budget superhero films with lavish special effects, "Minnal Murali" keeps a more realistic and approachable tone, allowing for a deeper study of character development and emotional journeys.

Emphasis on area Culture and Language: By combining area culture and language, the movie gains more authenticity and connection with the audience in the region, which transforms it into a potent cinematic experience.

Overall, "Minnal Murali" stands out from the crowd by fusing regional authenticity, social criticism, and a realistic superhero approach, offering a distinctive and novel perspective on the genre.

Ponniyin Selvan I and Ponniyin Selvan II:

There are various ways that "Ponniyin Selvan I and II" are unique from other films:

The acclaimed Tamil historical novel "Ponniyin Selvan" by Kalki Krishnamurthy, which covers five volumes and more than 2400 pages, served as the basis for these epic historical adaptations. They differ because to their ambitious rendition of this epic narrative.

Complex Plotlines: The films deftly intertwine a number of plotlines that centre on the power conflicts and throne succession of the Chola dynasty. They set themselves apart from more simple storylines because of their intricacy.

Rich Production: To accurately portray the splendour and majesty of the historical period, Ravi Varman's films use lavish sets, costumes, props, and cinematography. They stand out because of the delicacy and beauty of the presentation.

Strong female characters are shown in "Ponniyin Selvan" as autonomous, strong, and significant personalities in politics and society, emphasising the importance of women to the story.

Performance by Aishwarya Rai Bachchan: For her charm and acting talent, Aishwarya Rai Bachchan has received appreciation for her depiction of Nandini/Mandakini Devi, a crafty and vengeful heroine.

Cultural and Historical Authenticity: The videos portray the rich and varied history of the Chola monarchy and its influence on other nations, bringing depth and authenticity to the narrative.

Visual Effects and Epic Battles: Visual effects are used to heighten the drama and spectacle of epic battle sequences, naval battles, castles, and temples, which adds to their larger-than-life appeal.

Focus on Historical Accuracy: Despite being based on a fictitious novel, the films make an effort to portray historical figures accurately, despite some critics questioning the veracity of some of the depictions.

In general, "Ponniyin Selvan I and II" stand out as ambitious and artistically spectacular interpretations of an epic historical narrative with deep narration and powerful characterizations.

The Cultural Potrayal of the movies:

Pushpa: The Rise- In the film, the dangerous conditions in which the coolies who labour in the red sandalwood woods risk their lives while being exploited by smugglers and the police are shown. Additionally, the film depicts the social and economic disparities that exist in rural communities, where the wealthy and strong frequently oppress the weak and marginalised. The film also showcases characters from many regions and backgrounds, including Andhra Pradesh, Tamil Nadu, Kerala, Karnataka, Maharashtra, Rajasthan, Bihar, and Uttar Pradesh, illustrating the country's regional and linguistic diversity. Other languages and dialects used in the film include Telugu, Tamil, Malayalam, Kannada, Hindi, Marathi, Rajasthani, Bhojpuri, and Urdu.

KGF Chapter 1 and Chapter 2- The films are based on the fictitious account of Raja Krishnappa Bairya, commonly known as Rocky, who emerges from destitution to become a ruthless criminal in the Kolar gold fields of Karnataka. In the films, the struggle and exploitation of the workers, as well as the growth and collapse of the criminal underworld, are all explored together with the history and politics of the gold mining business.

The films depict the difficult and authentic working circumstances of the Kolar Gold Fields (KGF) gold miners, who risk their lives and endure abuse from the owners and the authorities. The films also show the social and economic disparities that exist in urban and rural communities, where the wealthy and powerful frequently neglect or mistreat the weak and marginalised.

Minnal Murali- A feeling of place and identity based in the local culture is provided through the film's depictions of the local environment, architecture, and landscapes. The names, histories, and interactions of the characters are coloured by cultural quirks, language, and social mores, which gives their personalities and interpersonal connections more complexity. Local customs, attire, and aesthetics serve as influences for the Superhero's costume as well as the designs of other characters and locations. Regional expressions and idioms are woven throughout the discourse and the language utilised, adding to the authenticity of the cultural depiction. Justice, heroism, and community are among the topics that the movie explores, and they are consistent with the cultural norms and values of the region.

Ponniyin Selvan I and Ponniyin Selvan II- The films depict the rich and varied history of the Chola kingdom and its impact on other areas and nations. The videos show several facets of Chola civilization, including its literature, art, architecture, trade, administration, warfare, and diplomacy. Additionally, the movies show the connections and relationships between the Cholas and other kingdoms and ethnic groups, including the Pandyas, Cheras, Sri Lankans, Arabs, Chinese, Malaysians, and Cambodians. With the aid of lavish sets, costumes, props, and locales, the films magnificently and accurately depict the historical era. The films also make use of visual effects to heighten the drama and spectacle, particularly in sequences featuring ships, palaces, temples, and wars. Ravi Varman, the film's cinematographer, also merits praise for his breathtaking shots and camera work, which emphasised the grandeur and majesty of the production. The films examine several issues, like power, loyalty, love, treachery, religion, culture, identity, and destiny, that are pertinent to the book and the historical setting. The films also emphasise the contribution that women make to society and politics. They are portrayed as independent, powerful, smart, and influential. They also have a big influence on the story and the choices the characters make.

Review of the Production and the Consumption of the movies:

Pushpa: The Rise

"Pushpa: The Rise" directed by Sukumar is a high-production value film with detailed locations and action scenes that stands out for its high production qualities. Due to its star actor and the expectation of an engaging narrative, the movie attracted the interest of Telugu movie fans and produced a substantial amount of hype before its release.

KGF Chapter 1 and 2

The vast size and thorough attention to historical detail in "KGF Chapter 1" and its follow-up, "KGF Chapter 2," both directed by Prashanth Neel, provide for an engrossing visual experience. In India as a whole as well as in Karnataka, "KGF Chapter 1" became extremely famous, creating a great deal of expectation for "KGF Chapter 2."

Minnal Murali

During creation, "Minnal Murali" attracted interest for its original concept and genre. The movie, which was made by Weekend Blockbusters with Sophia Paul's support, appealed to fans of superheroes as well as a larger audience with an interest in creative narrative.

Ponniyin Selvan I and Ponniyin Selvan II

The production of "Ponniyin Selvan," directed by Mani Ratnam, was exciting since it is a well-known literary adaptation starring notable performers. Epic narrative, historical drama, and Tamil film buffs are all looking forward to this movie.

4. CONCLUSION

In conclusion, a major shift in the entertainment industry can be seen in South Indian cinema's expansion to a Pan-Indian audience. Films like "Pooja," which combines tradition and contemporary, tap into a common cultural legacy and connect with viewers all throughout India. Talented artists who can perform in several languages have been crucial to this growth. With the advent of OTT platforms, films now have a worldwide audience, and social media encourages community participation, which increases their effect. Due to its dedication to high-quality production, South Indian cinema has established itself as a prominent force, winning praise at both domestic and international film festivals. Through film, India has become more unified due to its tenacity, creativity, and cultural resonance. The South Indian film industry will continue to draw spectators as it develops and influence the Indian film market. It's crucial to foster this development and protect cultural legacy for next generations. The advent of technologies like dubbing and subtitling has made it possible to convert South Indian films into multiple languages. This adds to the films' widespread appeal in India by making them simpler for a larger audience to understand and appreciate. Geographical and cultural barriers are dismantled by media convergence, which also makes it possible for South Indian films to have a significant impact on the entire Indian film industry. Bollywood actors cross cultural and geographical boundaries to enhance the attractiveness of South Indian films to a wider audience. Diverse aspects can be combined thanks to this convergence, creating a more comprehensive cinematic experience. The addition of Bollywood actors brings more recognition, attracting viewers from different regions and undermining the dominance of traditional Bollywood movies. As a result of this cooperation, the Indian film industry feels more united and competitive, with a greater variety of storytelling styles, genres, and technical innovations.

Future Scope

The study has some potential limitations. Researchers can explore wide range of movies. Currently the upcoming movies are also very much awaited by the viewers for their favourite actors and actress and the plots of the movies. So, the research can go on with the time evolves.

ACKNOWLEDGMENT

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper. The authors would like to thank their respective colleges for providing the necessary facilities to carry out this research.

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