A Study on how the North Madras Films are Portrayed in Tamil Cinema and its Impact on Common Audience

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Abstract: The original home town of labours where they are accommodated the most. in the late 70s and 80s most of the places in north madras are slums. then government announced the slum clearance board act at the year 1971. After many years unemployment became a very rare condition because 9 out of 10 people were employed and the education level has been drastically improved in the past 20 years. in Tamil cinema north madras and north madras peoples are portrayed in darker way like gangster, uneducated, drug dealer. thus the film ends up to the audience that and makes them believe and assume that north madras it is the same way shown in the film. the researcher in this study aims to find what is the audience impact on the films.

Keywords: north madras, slums, Tamil cinema, analysis, culture

1. Introduction

Chennai is the capital of Tamil nadu, it is the largest city consisting of 16 municipalities 20 town panchayaths and 214 village panchayaths in south India. it is the fourth largest city in India Chennai metropolitan area (cma) falls on three districs, specifically thiruvallur district and kanchipuram district. it comprises of 55 revenue villages in 5 taluks (i) fort- tandiarpet taluk (ii) perambur purasawalkam -taluk (iii) egmore- taluk (iv) mambalam - gunity (v) mylapore triplicane-taluk. the first thing that comes to peopes mind when they think about chennai is its population, crowd places, hot weather, traffic etc. but reality is Chennai is the place full of life, it gives lot of carrier opportunities for all the people who are coming from different regions of Tamil nadu and also other states. the people in Chennai are very friendlier and down to earth than the biggest city dweller.

A. North Madras

North madras it is the term geographically used to refer the area of northern part of Chennai city. north madras is the one of the oldest areas and inextricable links to this place we call home. the area is generally notorious, heavily populated with narrow roads and poor infrastructure. north madras also consist of few areas like pudhupetta, ennoru, kaasi medu, viyasarpadi which are basically slums in nature but there are also areas of north Chennai which have one of the best infrastructure and other facilities in the town. in personal life the researcher came across a professor who himself was a resident of royaburam he settled in north madras (royaburam) during the Chennai floods (2015) royaburam is one of the places in north madras which was not affected by Chennai floods, there was no water logging or stagnation, because of the well-constructed and executed infrastructure of the area and also there was uninterrupted electricity, water & milk facility. this area is also home to one of the cities oldest railway stations. as the Chennai city continues to expand its boundaries north madras continues to the place where the city began.

2. Review of literature

Avinash Ramachandran (2019) The new Indian express group (cinema express) in this article Has Tamil cinema shown Chennai right says that the Tamil cinema is over portraying Chennai as 'sin city' and as a result of this repetition the perception among the people is changed. He also states that these movies are being portrayed in a negative light.

Aditi Subramanyam (2019) (The Hindu) in the article Suseenthiran on what attracted him to make 'Champion' The article is about the interview with the Champion movie director. It states the words of the director that It would give real happiness for him when at least one boy is being motivated to become a professional football player from North Chennai after watching this movie.

Karthick (2018) in the article Pudhupettai a bible for all Vada Chennai movies. The author praises the movie Pudhupettai which was released in the year 2006. the movie portrays the North Chennai people and thier life style. He states that Pudhupettai has set a benchmark for all North Chennai movies which brings the stories of North madras to life.

Sruthi Ganapathy Raman (2018) (Scroll.in) in the article More Madras than Chennai. The article talks about Vetrimaran's Vada Chennai movie. He states that the movies portray North Chennai people is always about the drug usage and the people who just want to fight, but this movie portrays about the power struggle that takes place between the two gangs in that area.

Srivatsan (2018) (The Hindu) in the article Madras to Vada Chennai says that in the upcoming movie Champion directed by Suseenthiran a movie about North Madras (sports drama

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film) the director has given a written statement to the people stating that he will not portray any negative connation in the film and then only he had started shooting the film.

Apoorva Sripathi (2017) (Hindustan Times) in the article How North Chennai makes its presence says about the movie Madras which was directed by Pa.Ranjith, the movie portrays a detailed view about the life of the slums not just showing the gangster fights but also the working class men, women, hip-hop lovers and IT professionals, stating that they are the vision of North Chennai's Dalit community.

3. Methodology

The study is exploratory nature (quantitative in nature). The present study includes respondents who are students of Loyola college belonging to visual communication, bio tech, digital journalism departments. the rest of the students were not included in the study by the researcher. Sample size was 100 chosen by the researcher. Sample Design The researcher adopted survey method for the study. Each and every sample of the population is considered and taken into account, it is more detailed and accurate. As a Tool for data collection. the researcher used self-constructed questioner as a tool for the research.

4. Data analysis and Interpretation

Table 1

North madras cinema portrays bloody power struggle between gangs	Frequency	Percent
Agree	33	32.7
Disagree	5	5.0
Neutral	19	18.8
Strongly agree	42	41.6
Strongly disagree	1	1.0
Total	100	100.0

From the above table 1, it was observed that 41.6 percent of the respondents strongly agreed with the statement, 32.7 percent of the respondents agreed with the statement, 18.8 percent of the respondents disagreed with the statement, 1.0 percent of the respondents strongly disagreed with the statement.

Table 2

Cinema portrays north madras as people who just want to fight	Frequency	Percent
Agree	33	32.7
Disagree	12	11.9
Neutral	25	24.8
Strongly agree	24	23.8
Strongly disagree	6	5.9
Total	100	100.0

From the above table 2, it was observed that 32.7 percent of the respondents agreed with the statement, 24.8 percent of the respondents are neutral with the statement, 23.8 percent of the respondents strongly agreed with the statement, 11.9 percent of the respondents disagreed with the statement, 5.9 percent of the

strongly disagreed with the statement.

Table 3

Cinema portrays north madras as people who just want to drug	Frequency	Percent
Agree	31	30.7
Disagree	23	22.8
Neutral	26	25.7
Strongly agree	11	10.9
Strongly disagree	9	8.9
Total	100	100.0

From the above table 3, it was observed that 30.7 percent of the respondents agreed with the statement, 25.7 percent of the respondents are neutral with the statement, 22.8 percent of the respondents disagreed with the statement, 10.9 percent of the respondents strongly agreed with the statement.

Table 4

North madras cinema express concern of people with lots of issues	Frequency	Percent
Agree	39	38.6
Disagree	12	11.9
Neutral	22	21.8
Strongly agree	26	25.7
Strongly disagree	1	1.0
Total	100	100.0

From the above table 4, it was observed that 38.6 percent of the respondents agreed with the statement, 25.7 percent of the respondents strongly agreed with the statement, 21.8 percent of the respondents are neutral with the statement, 11.9 percent of the respondents disagreed with the statement, 1.0 percent of the respondents strongly disagreed with the statement.

Table 5

Cinema portrays north madras as a fishing village	Frequency	Percent
Agree	35	34.7
Disagree	10	9.9
Neutral	28	27.7
Strongly agree	20	19.8
Strongly disagree	7	6.9
Total	100	100.0

From the above table 5, it was observed that 34.7 percent of the respondents agreed with the statement, 27.7 percent of the respondents are neutral with the statement, 19.8 percent of the respondents strongly agreed with the statement, 9.9 percent of the respondents disagreed with the statement, 6.9 percent of the respondents strongly disagreed with the statement.

Table 6

North madras cinema portrays it as a hub for dalit movements	Frequency	Percent
Agree	25	24.8
Disagree	20	19.8
Neutral	29	28.7
Strongly agree	23	22.8
Strongly disagree	3	3.0
Total	100	100.0

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From the above table 6, it was observed that 28.7 percent of the respondents are neutral with the statement, 24.8 percent of the respondents agreed with the statement, 22.8 percent of the respondents strongly agreed with the statement, 19.8 percent of the respondents disagreed with the statement, 3.0 percent of the respondents strongly disagreed with the statement.

Table 7

North madras is portrayed as a vibrant area in terms of politics and culture	Frequency	Percent
Agree	45	44.6
Disagree	7	6.9
Neutral	18	17.8
Strongly agree	29	28.7
Strongly disagree	1	1.0
Total	100	100.0

From the above table 7, it was observed that 44.6 percent of the respondents agreed with the statement, 28.7 percent of the respondents strongly agreed with the statement, 17.8 percent of the respondents are neutral with the statement, 6.9 percent of the respondents disagreed with the statement, 1.0 percent of the respondents strongly disagreed with the statement.

Table 8

North madras is portrayed as more madras than Chennai	Frequency	Percent
Agree	41	40.6
Disagree	6	6.0
Neutral	18	17.8
Strongly agree	35	34.7
Total	100	100.0

From the above table 8, it was observed that 40.6 percent of the respondents agreed with the statement, 34.7 percent of the respondents strongly agreed with the statement, 17.8 percent of the respondents are neutral with the statement, 6.0 percent of respondents disagreed with the statement.

5. Conclusion

Even though some films portray north madras in a negative way the general audience (responders) have some positive attitude towards the people and also the films based on north madras. The movies are trying to show some positive side of the north madras. It is in the hands of the directors to portray the movie in a positive way or negative way, they must be more careful while portraying about a particular area in the film.

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