

A Study on the Representation of Women Politicians in Tamil Cinema

T. Naleena Prasheetha¹, A. Irudayaraj², S. Arul Francis³

¹Student, Department of Visual Communication, Loyola College, Chennai, India

^{2,3}Assistant Professor, Department of Visual Communication, Loyola College, Chennai, India

Abstract: This research paper was about the representation of women politicians in Tamil cinema. This study sheds light on the representation of women politicians and the film makers perspicacious of the characterization of the women politician. This is a qualitative research that uses content analysis to identify the form of characterization from selected films. After analysis of the films the portrayal of the women politicians represented on the screens in Tamil cinema to understood and highlighted.

Keywords: representation, women politicians, characterization, Tamil cinema

1. Introduction

Tamil cinema was one of the important cinema industries in India. Tamil cinema movie stars have many followers as fans. The Tamil cinema confers an indubitable popularity for the characters of the film. Cinema is predominantly male dominated industry and moreover the stars use their popularity in politics. Tamil cinema has a huge influence in Tamil Nadu politics.

Politics is an activity that is associated with the governance of any country. The decision making applies to the members of the party. Any citizen of the country has equal rights to enter in politics. Compared to the men politician's women politicians are less than men politicians in numbers. In politics Males dominate. People who are having a huge influence in Tamil Nadu politics are in huge numbers, namely Anna, Karunanidhi, M. G. R, Jayalalitha, Vijayakanth, Sarath Kumar, Kamal Hassan, Raja, Hema Malini, Vjyayanthimala, C. R. Saraswathi, Vindhya. There is always a connection between Tamil Nadu politics and Tamil film industry. No matter what the female politicians do they are always projected bad in politics.

In early days in the history of Tamil Nadu is recorded that politicians dedicated their life to serve the people. However, at present the politicians are not trust worthy and male domination is taking over everywhere at its best. Female politicians like Indira Gandhi, Jayalalitha, Mamtha Banerji, Sarojini Naidu, Mayavathi, Nirmala Seetha Raman have made history and succeeded. They have succeeded in the politics, created indestructible personality image and make great impact on people. On the contra in women, the women politicians are always portrayed negative.

Some these questions such as 'How the characteristics of

women politician are shown in cinema? If the women get power, do they change? These questions are discussed and concluded with solutions.

2. Review of literature

While studying portrayal of the working women in Tamil films, Rupa Peter (2018) found that career women are economically independent and support the male characters in the movie, women who are in bureaucrats position are viewed with lots of respect whereas other career women are shown as objects, and undermined.

According to Fahad alzhairani, portrayal of women roles and gender roles in films, are projected like doing household works, being submissive support to the male character, or dependent on men.

While studying Agarwal Ruchi (2014) it is observed that female characters in Bollywood or Hindi film industry, are mostly portrayed as caretakers of the society.

3. Research methodology

A. Statement of problem

While there are many studies that deal with women related issues in Tamil films, women politician characters in Tamil cinema are scanty. Here this study is about the analysis of Tamil films from 2017-2019 to identify how women politicians are portrayed in Tamil cinema.

B. Objectives of the study

- To analyze how the director designed the character of women politicians such as costume, dialogue, behaviour, back story, business based in up on the Tamil cinema.
- To study the way how women politicians represented in Tamil cinema.
- To understand how men politicians, see women politicians in the movie

C. Research methodology

This research study uses qualitative methods to understand how women politicians are represented in Tamil cinema. This study uses content analysis to identify and interpret how women politician characters were representing in Tamil cinema.

D. Sampling

The political movies which were released in 2017 to 2019 are taken for study. Three major political based movies such as Kodi (2017), Nota (2018), Agnidev (2019) are analysed on how women politician characters are reprints in the cinema.

4. Data analysis and Interpretation

Movie: Kodi

Women politician: Rudhra

Characterization:

Rudhra is a young politician. She worked of much for her party. She joined politics in her school days. Her dream was become a good leader and to be in power. She is a person who will go to any extent to attain for her political success. She had relationship with the opponent party member Kodi. He is also portrayed as a same personality as rudhra. She is very concerned about her personal life. Rudhra doesn't care about her family and relationship when it comes to her political career. She is also portrayed as a cunning woman. She is portrayed as a personality who faces many struggles in the

politics.

Movie: Nota

Women politician: Kayal

Characterization: Kayal (woman politician) is portrayed as a well-educated person. Her father was also a politician. She entered politics to help her father. She was the young wing leader of her party. She had good leadership quality and was a good public speaker. She planned to defame the Chief minister. She was ready to do anything for the revenge against former chief minister. Whatever she did she had a reason behind and that reason helped her lot.

Movie: Agni dev (2019)

Women politician: Sagunthala devi

Characterization:

Sagunthala devi was a senior politician who had power and authority. Her character was described as physically challenged, widow, very cunning, criminal and aggressive person. She had money only. she was sexually harassed by senior men politicians and took revenge an all the men politician. She don't give respect to anybody. Government officials, men politician, rowdies, media people are all

Table 1
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Representation	Woman politician	Man politician (Kodi)	Man politician (Anbu)
Framing	<ul style="list-style-type: none"> She is a young politician Cunning woman Treachery She desire for power 	<ul style="list-style-type: none"> He is a young politician Helps many people Always stands for good things Doesn't care for family He doesn't do treachery 	<ul style="list-style-type: none"> He is also a young politician Takes revenge Always stands for good things Gives importance to family
Personal life	<ul style="list-style-type: none"> She comes from a normal family She has relationship with opponent party member 	<ul style="list-style-type: none"> He comes from political family He has relationship with the opponent party member He has a twin brother 	<ul style="list-style-type: none"> He comes from political family He has relationship with the Malathi, egg selling girl He has a twin brother
Socio – Economic class	<ul style="list-style-type: none"> She comes from middle class family Rural girl Politician Educated person 	<ul style="list-style-type: none"> He comes from middle class family Rural background Politician School education only 	<ul style="list-style-type: none"> He comes from middle class family Rural background Professor Has master degree's
Government	<ul style="list-style-type: none"> Member of Rajya sabha 	--	<ul style="list-style-type: none"> Member of legislative assembly
Dominative	<ul style="list-style-type: none"> She dominates men She dominates other politicians and government officials like Police 	<ul style="list-style-type: none"> He dominates government bureaucrats 	<ul style="list-style-type: none"> He dominates police and woman politician
Rude	<ul style="list-style-type: none"> She behaves rude to other politicians 	<ul style="list-style-type: none"> He behaves rudely was women like mother, another girl who sells eggs, He treats police with rude behavior 	--
Violent	<ul style="list-style-type: none"> Rudhra kills by loving her She kills government bureaucrats like Police She creates many problems 	<ul style="list-style-type: none"> Kodi hits the woman politician Rudhra He also hits malathi, 	<ul style="list-style-type: none"> He takes revenge in his twin brother murder
Physical appearance-costume and make up	<ul style="list-style-type: none"> She mostly wears saree She wears chudithar, half saree with kodi 	<ul style="list-style-type: none"> Kodi always wears white shirts and dhoti Sometime he wears pants and shirts He wears cooler glasses He has beard 	<ul style="list-style-type: none"> Anbu wears pants and shirts in early days He also wears white shirt and dhoti After he entered politics, he grows beard

controlled and dominated by her. She was very rude used bad words in men. She doesn't care about people's welfare. She was portrayed as terrible. Other men politicians point of view was that she was terrible, aggressive women, very negative personality. Her character was portrayed as a strong minded. At her young age she faced problems and after becomes politician she creates problems. Every man was afraid to meet her. Men falling down to her feet. She like very much and wanted every man to fall down at her feet.

5. Findings

- Women politicians are projected as ready to reject her love and affection for sake in their involve in politics
- Tamil cinema portrayed women as dominate character when have to politics power
- They also portrayed as ready to give more importance politics intelligence.
- Women politicians projected to give importance power, position in party than family.
- Tamil cinema portrays women politicians are dominates

Representation	Woman politician	Man politician
Framing	Kayal is a young politician Kayal has good leadership skill Good public speaker Active person Educated person	Varun is a young politician Varun is not good at leadership skills in early days lazy person educated person
Personal life	She comes from good political background Her father is also a politician She haven't relationship	He also comes from political background family His father is also politician He hasn't a relationship He likes party and entertainment
Socio – economic class	She comes from upper class family Urban Graduate Politician (president, young wing)	He comes from upper class family Urban Graduate Game designer
Government	--	Chief minister
Dominative	She dominates males Control the men politician	He dominates government officials like Police, MLA'S
Rude	She doesn't give respect to other politicians She calls Chief minister as rowdy CM in front of media	He behaves rude in public He behaves rude in front of his security's He rudely warns the other politicians in front of media and public.
Violent	She plans to creates problem to chief minister She defames Chief minister	--
Physical appearance –costumes and makeup	She always wears folded saree She doesn't use heavy makeup	He wears modern dress in early days And he finally wears kurta's and Nehru jackets

Representation	Women politician	Men politician
Framing	She was a Cunning Aggressive Terrible Fearless person Money minded person	He was an innocent simple and humble positive person Honest and help minded person
Personal life	Widow Physical challenged person No one likes her In early life she faced many problems	Honest person Living with happier Feels about the society
Socio –economy class	She comes from a low level family with less income Rural Occupation – House keeping Not educated	He comes from middle class family Urban Full time politician Educated person
Government	Minister of public works	Former chief government whip
Dominative	She dominates men politician Dominates government high officials, rowdies, lawyers and media persons.	He never dominates anyone
Rude	She treats other politicians Uses bad words to yell the all men She wants all men to fall down as her feet Hits the men politicians	He doesn't behave rude
Violent	She commits many crimes like killing, corruptions Makes mercenary to do crimes in the society Does injustice to the people	He never does any crime
Physical appearance makeup and costume	She is a physical challenged person She wears saree Wears simple bijou She is widow so does not put bindhi But she puts small bindhi	He wears white shirt and dhotis.

men.

- Women politicians are portrayed as fulfilling the desire of men politicians.
- This research identifies Tamil cinema portrayed Women politicians as more violent, cunning, criminal, aggressive than men politicians.
- Women politicians are presented as very under democratic and authority to take decisions
- Women politicians are portrayed as verbally or physically abused by the men politicians
- These three films portray women politicians coming from high class are moderate, decent than women come from lower or middle income.
- This study was identifying the women politicians are not committed family and they want stay as unmarried.
- And finally Tamil cinema portrayed men give punishment to the woman politicians.

6. Conclusion

The women politician representation was very strong minded, self-reliant and financially independent. They are projected as sexual harassment by men. As well as to satisfy male gaze. Women politicians are portrayed as criminals. Women have power they use do anything, go to extreme and control higher official. Finally, all the women politicians are representing as negative personalities.

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