



Impact Created by Regional Newspapers on the Film 'Vishwaroopam'

KEYWORDS

Dinathanthi, Dinamalar, Dinakaran, Kamal haasan, Film Dispute

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ABSTRACT *Movies draw us into the viewing experience, but at the same time - often more easily than in real life - afford a unique opportunity to retain a perspective outside the experience, the observer's view. Cinema against Muslims allows them to take a critical reflection about their own beliefs and culture. It has been increasing in Indian cinemas especially in the south, in last few years. Very recently there has been a great issue against the film 'Vishwaroopam' directed by a famous actor 'Kamal haasan'. This film was said to depict some contents against Muslim's rituals and faith, which resulted in oppositions on this film all over Tamil Nadu and media has played a great role in creating a blare regarding. This article first examines representations of this film in three regional newspapers viz. Daily thanthi, Dinamalar, Dianakaran of Tamil Nadu. The investigation will be based on highly implicit and non-transgressive representations of the film with various categories. As a result it was analyzed that all the papers have given a positive impact on supporting the film especially Dinamalar all together by analyzing deeply there were no impact given for the core reason of Muslim's protest over this film.*

Introduction

Indian cinema is famously popular in India, and this is no truer than in Tamil Nadu, India where the Tamil film industry rivals Hindi cinema in output, (arguably) in quality, and in fan's devotion. Most work on Tamil cinema emphasizes either its connection with politics (Hardgrave 1973; Pandian 1992), its escapist utopian content (Dickey 1993, 1995), or, more recently, its relationship to the middle classes and the nation (Prasad 1998). The four Southern film industries in Tamil Nadu, Andhra Pradesh (Telugu), Karnataka (Kannada) and Kerala (Malayalam) produce more than half the total number of Indian films. This isn't surprising because the South has more cinemas and a higher per capita cinema attendance than the North. In the South, popular films are more recognizably 'about' local culture. For a long time, audiences in the states of Andhra Pradesh and Tamil Nadu have been aware of a very close relationship between film and politics – but in a uniquely Indian way. Some of the biggest film stars in these states have also been politicians and film fan clubs have often been political organizations as well.

Muslims Image on Indian Cinema

Maniratnam's Roja film released in 1992, created a sensational impact all over India by creating a negative impact about Muslim as terrorists. Thereafter till now Muslims have been portrayed as terrorists and the Indian minds have been brain washed aligned with this image. Renowned writer, Tharoor remarks in an interview on his choice of the cinema thus, "Because our country is still fifty percent illiterate, and films still represent the principal vehicle for the transmission of the fictional experience" (Interview with Harry Kriesler). The cinema is the cheapest, most accessible and effective medium of mass communication and image building. Tharoor expresses the wide gap between cinema and politics though within the Indian context they work on a similar structure, "My India is periodically torn apart in outbursts of communal and sectarian violence but communal awareness only enters your films if the producer wants to obtain an entertainment-tax waiver for 'promoting national integration'".

Hence there are very closer rapports between the common people and the cinema as far as South India is concerned. Thus the recent issue on the film 'Vishwaroopam' directed by 'Kamal Haasan' has served as the talk of the town and it has been considered as a nationalistic apprehension. The film was said to distress the faith on Islam and some of the Muslims societies were agitated. This matter involved the

Tamil Nadu government, kollywood, film certifying committee, Islamic groups, and actors all over India, fans club, Tamilians and the personal views of Kamal Haasan. It was the first and the only film of India that received an immense response which was discussed as the hot topics of all the forms of media and increased the curiosity about its content. Despite all those oppositions the film was released and earned great applause. Thus the aim of the present investigation is to present the social document on the subject of the media coverage on this film dispute. Moreover interest has been focused to study the nature and intensity of the coverage of popular Newspaper of Tamil Nadu in connection with the Viswaroopan film conflict.

Method of study

To examine how Tamil newspapers framed the film dispute and therefore the work has been conducted on the Quantitative content analysis of newspaper articles published in three national newspapers viz. Dinathanthi, Dinamalar, Dinakaran. Therefore, this study will provide a meaningful insight as to how the film dispute was framed from January 23, 2013 – February 04, 2013. Studies encloses number of Articles Analyzed, articles by Story type, articles by attribution, articles by quoted sources, articles tone, language of the story, tone of the headline, articles by framing, articles about the dispute, agenda setting provided by the newspapers on a whole, intensity of the coverage, overall impression about the story, psychological outcome of the story.

Results and Discussion

Number of Articles Analyzed

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
Number of articles	42	43	57	142
Total	42	43	57	142

From the date of the disputes started regarding the film, three newspapers viz. Daily thanthi, Dinamalar, Dinakaran, have taken under study. Totally for 13 days, 42 articles from Dailythanthi, 43 articles from Dinamalar and 57 articles from Dinakaran have presented the issues regarding this film.

Articles by Story type

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
News	42	42	46	130
Feature	-	-	-	-

Comment	-	1	10	11
Letter to the editor	-	-	-	-
Editorial	-	-	1	1
Total	42	43	57	142

News written a story has been split up under the various categories like news, feature, comments, letters to editor, editorial. Thus, as for as Daily thanthi is concerned, all the issues has been written in news type only. In Dinamalar, 42 issues in news from and 1 issue in comment from has been analyzed. In Dinakaran, 46 articles were based on news format, 10 articles based on comments format. 1 based on editorial has been published. It can be made clear that there has been no forms of news written in the format based on editorial, feature, comments, letters to the editor.

Articles by Length

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
Number of words				
>800	-	-	-	-
400-799	5	8	6	19
150-399	17	20	15	52
100-149	15	11	20	46
<100	5	4	16	25
Total	42	43	57	142

Hence in Daily thanthi, there were 5 articles seen with words from 400-799, 17 articles seen with words ranging from 250-399, 15 articles from 100-149 and 5 articles with less than 100 words has been published. Likewise, in Dinamalar, 8 news were seen to contain word from 400-799, 20 news with words ranging from 150-399, 13 news enclosing words from 100-149 there were 4 articles with words less than 100. In Dinakaran there has been 6 news published with an articles length ranging from 400-799 words. There were 15 news observed with words 150-399 and 20 articles ranging from 100-149 words. It was observed that, there were about 16 articles with words less than 100, which is greater than the above two newspapers. All together, in all 3 news papers, there was only less number of articles observed with more number of words in more than 800 words. Whatsoever, Dinamalar published news with more number, Dinakaran with less number of words.

Articles by Attribution

Newspapers	Daily thanthi	Dinamalar	Dinakaran	Total
Named author	-	-	-	-
No byline	42	43	56	141
Wire service	-	-	-	-
Correspondent	-	-	1	1
Total	42	43	57	142

This particular topic has been sub-divided into 4 subtopics viz. named author, no by line, wire service and correspondent. Thus in this, 42 news has been manipulated in no byline topic in Daily thanthi , 56 news in Dinakaran and 43 news in Dinamalar. Under the topic correspondent there were observed only 1 news in Dinakaran. No news has been published by any of these newspapers under the topic named author wire service and correspondent.

Articles by Existence of sources

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
Sources	14	12	27	53
No sources	28	31	30	89
Total	42	43	57	142

News based on this topic, there were two heading split up for deeper analysis in sources and no sources. In Daily thanthi, 28 news were published based on no sources and 14 news based on sources in Dinamalar. 12 news based on sources and 13 news based on no sources were short listed. Highest impact has been presented by Dinakaran on this topic because there were 27 news based on 'no source' and 30 news based on source topic. Thus for over-view, all the news published seem to give importance for no source. The news which doesn't have source will be considered to be written with mere imagination. But news on imagination will not possess any genuinity.

Articles Tone

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
Total Tone				
Pro film	18	29	24	71
Anti Film	9	1	10	20
Sensationalization	10	9	13	32
Trivialization	-	-	-	-
Titillation	-	-	2	2
Total	37	39	49	125

Sub-topics like pro- film tone, anti-film tone, sensationalization, trivialization tone, titillation tone have been analyzed for clarity of investigation in Daily thanthi, 18 news were based on pro film 9 news based on anti-film and 10 news based on sensationalization has been measured. In Dinamalar, 29 news were published based on pro- film, 9 news based on sensationalization and 1 news on anti-film. In Dinakaran, under the topic pro-film there were 24 news, anti-film with 10 news, sensationalization with 13 news, trivialization with 2 news has been analyzed. So, totally importance has been provided only to news based on pro-film, despite trivialization sensationalization, titillation.

3.7 Language of the story

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
Positive	6	7	8	21
Negative	10	23	9	41
Neutral	26	13	40	79
Total	42	43	57	142

News published with the language of the story has been spilt-up into positive, negative and neutral impacts given by the subjected news papers, as far as Daily thanthi is concerned , 6 news with positive impact, 10 news with negative impact and 26 news with neutral impact were analyzed. In Dinakaran, about 8 articles with positive impact, 9 articles with negative impact and 40 articles with neutral impact has been observed. In Dinamalar, 7 articles based on positive aspect, 23 articles with negative impact, 13 news with neutral impact has been observed. To sum-up, Dinakaran has given majority of articles with positive and neutral impact.

Tone of the Headline

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
Educative	1	-	-	1
Informative	23	25	40	88
Sensational	18	18	17	53
Commercial	-	-	-	-
Total	42	43	57	142

The tone of the headline stands- innovative and strong, providing the whole matter of the story hence this topic has been sub-divided into type like educative, informative, sensational, commercial. Daily thanthi, the news published gave 1 with educative sense, 23 with informative sense and 18 with sensational sense has been portrayed in Dinamalar, 25 news with sensational sense 18 news with informative sense. In Dinakaran, 40 news were published with topics of informative sense 17 with sensational sense. In all the newspapers, importance has been given to educative and commercial purposes, but to the informative and sensational news. Among which all the newspapers have published topics on information sense, wherein the Dinakaran being significant.

Articles by Framing

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
Religious frame	6	10	12	28
Political frame	4	2	10	16
Violence frame	5	4	10	19
Extremism	1	1	4	6
Law and order frame	21	20	11	52
Total	37	37	47	121

Topic like Religious frame, political frame, violence frame, extremism, law and order frame have been taken into consideration. In Daily thanthi, 6 Articles with religious frame, 4 on political frame, 5 on violence frame, 1 on extremism and 21 on law and order have been manipulated. In Daily thanthi 6 news were based on religious frame 4 news on political frames, 5 news on extremism and law and order have been measured. In Dinamalar, 10 news on religious frame, 2 on political frame 4 on violence frame and 1 on extremism, 20 on law and order were published in Dinakaran, 12 articles were based on political frame, 10 articles on extremism and 11 news on law and order were observed. Hence it can be seen that the articles seem given importance to religious frame and law and order, but still the film which has been banned has not portrayed at the section under law and order contrary it has been taken under religious frame.

Articles about the Dispute

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
Anti-National approach	5	7	5	17
Prevent the conflict	6	4	7	17
Trigger the violence	6	5	4	15
Peace building measure	14	2	10	26
Voice on human rights	2	8	7	17
Upholding the Fundamental rights	1	-	-	1
Total	34	26	33	93

The topics with anti-national approach prevent the conflict; trigger the violence, peace building measure, voice of human right, upholding the fundamental rights have been divided. In Daily thanthi, 5 articles based on anti-national approach, 6 articles based on prevent the conflict. 6 articles on trigger the violence, 14 on peace building measure, 2 on voice on human right and news on upholding the fundamental rights and news on upholding the fundamental rights have been analyzed. Likewise in Dinamalar, 7 Articles were published on anti-national approach, 4 articles on prevent the conflict 5 on trigger the violence, 2 on peace building measure, 8 on

voice on human right, in Dinakaran 5 news were published based on anti-national approach 7 news on prevent the conflict, 4 on trigger the violence, 10 on peace building measure 7 on voice on human rights. Hence, news on peace building was seen to be majority in the Daily thanthi, anti-national approach in Dinamalar. But there were no importance given to upholding the fundamental rights by any of these three newspapers.

Agenda setting provided by the newspapers on a whole

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
The film must be banned	8	2	6	16
Muslims must stop the agitations	3	4	3	10
Total	11	6	9	26

Subtopics like 'the film must be banned', 'Muslims must stop agitation' have been divided for the intense analysis of this issue. In Daily thanthi, 8 news were published based on the film must be banned, 3 news on Muslims must stop agitation, whereas 2 news on the film should be banned, 7 news on Muslims must stop agitation were measured in Dinamalar. In Dinakaran, 6 articles on the film must be banned 3 articles on Muslims must stop agitation has been taken part. In Dinamalar, majority of the Articles has been written under Muslims must stop agitation. as this film has been banned by the government, news has been given under the film must be banned.

Intension of the coverage

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
Pacify the situation	11	13	22	46
Aggravate the situation	15	24	21	60
Provide solution for the dispute	10	2	7	19
Total	36	39	50	125

Articles based on this topic has been sub-divided into pacify the situation, aggravate the situation, provide solution for the dispute. In Daily Thanthi, 11 articles were published under the topic pacify the situation 15 news on aggravate 10 on provide solution for dispute. Whereas, In Dinamalar, 13 news has been recorded under pacify the situation, 24 under aggravate the situation and 2 under provide solution for the dispute. This has to be noted in Dinakaran, 22 article on pacify the situation, 21 on aggravate, 7 on provider were published. For a total view, many articles have been seen to publish.

3.13. Overall impression about the story

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
Support the Muslim cause	4	1	3	8
Support the Government	7	4	3	14
Support the Film Maker	25	30	19	74
oppose the Film Maker	2	-	2	4
Total	38	35	27	100

4 subtopics have been subdivided under thus head viz. support the Muslim, support the government, support the film maker, oppose the film maker. In Daily thanthi, 4 Articles have been published on support the Muslim cause 7 on support the government 25 on support the film maker, 2 on opposes on the film maker. In Dinamalar, 1 on support the Muslim

cause 4 on support the government, 30 on support the film maker have been analyzed. There were 3 news grouped under support the Muslim case, 3 under support the government. 19 under support the film maker and 2 under oppose the film maker in Dinakaran. Altogether, articles seen to be published majority on support the film maker rather than oppose and support the Muslim cause.

3.14. Psychological outcome of the story

Newspapers	Dailythanthi	Dinamalar	Dinakaran	Total
Sympathy on Film and film maker	17	19	20	56
Empathy on Film and film maker	2	4	3	9
Sympathy on Muslims	4	-	4	8
No impact	19	20	30	69
Total	42	43	57	142

Subtopics like sympathy on film and film maker, empathy on

film and film maker, sympathy on Muslims, no impact were carefully analyzed. In Daily Thanthi, 17 articles were published based on sympathy on film and film maker, 2 on empathy on film maker 4 on sympathy on Muslims and 19 articles based on no impact have been observed. In Dinamalar, 19 articles were published on sympathy on film maker, 4 on empathy on film maker and 20 on no impact. In Dinakaran, 20 articles no support the film 3 on empathy on film maker, 4 on sympathy on Muslims and 30 articles were based on no impact. Hence, more number of news articles was seen to be based on no impact and sympathy on film and film maker.

Conclusion

The ability of cinema has appealed the human mind by making history, the site of memory. This paper has reflected the existing dichotomy in understanding Islam and its depiction in the Indian mass-media, particularly films. Hence this paper clearly implied the detailed description about the views on the film portrayed by these newspapers. To conclude with all the subjected newspapers have supported the positive image of the film to be released enclosing the political affairs rather than reflecting the rationale behind the confrontation of Muslims on this particular film.

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