

## THE REEL WOMEN WHO LEFT INDELIBLE IMPRESSIONS ON THE BIG SCREEN: AN ANALYSIS OF NEW GENERATION WOMEN CENTRIC MALAYALAM FILMS, IN CONNECTION WITH HOW OLD ARE YOU AND 22 FEMALE KOTTAYAM

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**ABSTRACT :** *This study titled 'Role The Reel women who left Indelible impressions on the big screen: an analysis of new generation women centric malayalam films, in connection with How old are you and 22 Female kottayam' aimed to find out the significance and scope of upcoming trend in films and behavioural changes in film industry. These study understanding women are prohibited from participating in many domestic as well as external matters especially which require decision making. They under the influence of their parents before marriage and their husbands after marriage. The cinema plays an essential role in shaping views about gender roles and gender identities within the Indian context where women are viewed as playing subordinate roles to men. Films are cultural art facts created by specific cultures. They reflect that culture and in turn affect them. Film is considered to be an important art form, a source popular entertainment, and powerful medium for educating or indoctrinating citizens. The visual basis of film gives it a universal power of communication.*

### I. INTRODUCTION

Film not only entertainment, but part of industrial and political culture (HENRY KOLKAR). Film as dream, film as music. No art passes our conscience in the way film does, and goes directly to our feelings, deep down into the dark rooms of our souls (INGMAR BERGMAN).

In India is a male dominating society where women have been considered inferior to men in practical life (Gupta 2003). Although women have been given a higher position than men in the ancient Indian scriptures, in reality the case is just the opposite (Altekar 1995). Even today women are prohibited from participating in many domestic as well as external matters especially which require decision making. They under the influence of their parents before marriage and their husbands after marriage (Chakrapani and Kumar {ed.} 1994). Sons are preferred over daughters in most part of the country. This leads to a preferential treatment of boys in families' right from their birth (Agnihotri 1996). Demographic trends also show that there is deep-rooted gender discrimination that begins with female feticide/foeticide and prenatal sex determination (Dilip and Mishra 2005). Sex determination in a common practice in

many states of the country like Maharashtra, Rajasthan, Punjab, Haryana. The country has witnessed an unfavorable sex ratio of 927 females to 1,000 males except for in the states of Kerala and Goa (Arksoswamy 2005).

The cinema plays an essential role in shaping views about gender roles and gender identities within the Indian context where women are viewed as playing subordinate roles to men (Bagchi 1996 Ram 2002). Numerous studies have shown that cinema and society influence each other. It has been shown that many films in India are made in respect to what is going on in the society and cinema has had massive influence on shaping up the society's beliefs, practices and providing a new insight into the social milieu (Ahmed 1992). Family melodrama and well-choreographed song and dance routines are the basic essence of most Indian films (Acharya 2004). Blockbuster movies have been either oriented or movies that have encompassed certain traditional values. Commercial films portrayed "ideal women" as submissive, self-sacrificing. Commercial Hindi films are constantly glorified the image of ideal Indian woman as accepting of the injustice and violence meted out towards her by men and society (Saidullah 1992 and Gargan 1993).

A film makes us feel like eyewitness of the events, which it portrays, more over our belief extends even the least realistic forms of movie because of movement which strongly connotes life? Film is a medium of Audio-Visual communication, it is one of the most powerful and effective media of communication that forms a part of the people's culture, and influence their thinking and way of life. Film is an analysis of the obvious. It is a kind of communication between the film maker and the audience. Film is the art of the world that one can share his ideas with all other peoples. It helps people to look at this world in a new way because; the camera can see the world through other people's eyes.

The word cinema, short for cinematography, of often used to refer to film making and the film industry, and to the art of film making itself. The contemporary definition of cinema is the art of simulating experience to communicate ideas stories, perceptions, feelings beauty or programmed moving images with other sensory simulations. Film were originally recorded onto plastic film through a photochemical process and then shown through a movie projector onto a large screen. Contemporary films are now often fully digital

through the entire process of production, distribution and exhibition, while films recorded in a photochemical form traditionally included an analogue optical sound track.

Films are cultural art facts created by specific cultures. They reflect that culture and in turn affect them. Film is considered to be an important art form, a source popular entertainment, and powerful medium for educating or indoctrinating citizens. The visual basis of film gives it a universal power of communication. Some films have become popular worldwide attractions through the use of dubbing or subtitles to translate the dialogue into other languages, some have criticized the film industry's glorification of violence, and have perceived in it the prevalence of a negative attitude toward women.

### **Objectives**

- To examine the representation of women in new generation women centric Malayalam film.
- To evaluate role of society to create the stereotypical representation of women through the institution of marriage and love.
- The cinema plays an essential role in shaping views about gender roles and gender identities within the Indian context where women are viewed as playing subordinate roles to men
- To assess the gender politics in new generation women centric Malayalam film
- To find out how women centric characters influence women.
- To explore how the women are portrayed in Malayalam films, politically and socially.

### **Hypothesis**

- The study of the women characters and their attitudes.
- Indian film industries there only a limited number of female members in the production fields.
- Film is considered to be an important art form, a source popular entertainment, and powerful medium for educating or indoctrinating citizens

## **II. REVIEW OF LITERATURE**

The purpose of a review is to analyze critically a segment of a published body of knowledge through summary, classification and comparison of prior research studies, review of literature and theoretical articles. The aim of a literature review is to show your reader that you have read have a good grasp of the main published work concerning a particular topic or question in the field. Literature reviews are a basis for research in nearly every academic field.

A research paper by Jumna P, "Imaging Women in Malayalam Cinema-A Counter Discourse". Says in the male

dominated patriarchal society considered women as a subservient on male, portrayal decorative depend on male. The second research paper by Advaid Kala, "Men speaks and women are seen: how Hollywood lets down its leading ladies" in India now a day the films are male-centric, those films are generally avoiding female characters only as a body not as a human. But this trend is changing now these days, because there is a number of female oriented like Mary Kom, Maralani. The article highlighting, how the women are represented and objectified in Hindi films.

In the third world countries like India, gender imbalance can be seen in almost all the aspects in society and all the institution, in the field of employment, and health scenario. The gender in equality can be seen in all the gender sphere of society, even the mother wants to a son, than the daughter. Most of the people take a film as a good medium of entertainment which provides or enjoyment and relaxation. But on the other hand they are also trying to convey the process of enlightenment happened in the society through challenges and involvement, in this study says how the things represented in the film create a false consciousness on the audience, by Anetaradas the research paper "Portrayal of Gender Inequality in Bollywood Cinema". The Indian film industries there are only a limited number of female members in the production fields. It is hard to believe that there should be an equal representation of women on those screen in which the male directors and the male professionals work without gender biases and not necessarily explore women's problems as such and their views on the world their perspective, through and objective reality. This situation can be changed when the film writers and the directors think about the box and in the point view of women frequency than they do it now. It may help to control the vicious cycle of stereotyping of women the film "the stereotypical portrayal of women" by SowmyaNadhakumar, 2016.

The Assam films are either based on literacy works, mythology or folk takes and history, or simply are a remake of other language films in to Assamese. In total, through these eight decades of Assamese cinema, the state has produced approximately, films only same films. Assamese films give importance to the women and it resolves around the women or at least show the women protagonist in the film as in entire film. Most of the films portray women as strong and belief in the strength of women in the Assamese population. In Assam women were are get more privileges and believed to be in bad status than the women in other part of the category "Gender Representation in The Cinema of Assam: A Study of Representation of Women in Assamese, Cinema Since its Inception" by ReshmiSarmah, 2016. She talks about stereotypical came into exist, also only about the stereotypical representation in cinema and doesn't even give

a hind about any positive representation.

### **III. METHODOLOGY**

Research methodology is the systematic, theatrical analysis of the methods applied to a field of study. it comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge.

There is a customary belief, view and arguments by the proponents of new generation Malayalam film that those films are representing women as strong and professional, and also they are representing the society as such. Women in Kerala are literate and professional in comparison to their counterpart in other part in India.

In this present situation women's are facing so many problems, mentally or physically. But they are not telling this to public or any other places. In working place also every woman's are facing, public are using them as a sexual instrument. In the film industry also, so many incidents happened in kerala. But now some women-centric films are revealing lots of problems faced by the women's, but the people could not aware about it. Here is the importance, without awareness this type films have not a value. Normally says the film is a medium of social change, I want to find out the women-centric films are involved to social change. To motivate the women's and giving to more confidence to face the problems, and make up courage mentality.

The study is actually aimed at to understand how the contemporary filmmakers of Kerala have been portraying women characters through their film and to what extent are these celluloid representations true to the real scenario. The researcher aimed to study the selected films that are came under the genre new generation, where the women are treated as professionals and strong, and have a socially relevant themes which make women characters in these film important.

The study also examined how the women characters and their attitudes etc. being portray in the local film. It also hoped to analysis the representation of how the women are treated in their professional career an in the institution of marriage and love and how the women are treated in the domestic sphere. . This thesis qualitatively investigates how women are represented in the two movies *How Old Are You* and *22 Female Kottayam*. Researcher analyzes how the women are represented in those movies in order to see how the gender role plays an important role in the society.

### **THEORETICAL FRAMEWORK**

Feminism is a movement generally speaking, strive to analyze the change the power structure of patriarchal society (it is a society where men rules and where their values are privileged). The thesis is not propose to offer solutions to the

way in which sexual and gender norms create behaviours and ways of living, rather it will work explore the way in which these norms are operating in popular culture. Here the researcher choose only two films according to the genre and success in the theatre, and done a qualitative content analysis method which may sometimes lead to certain amount of biasness.

This chapter study and analysis presents the study on films. Here, the researcher analyses the representation of women in women centric Malayalam films. The study was conducted on the basis of two films. *How old are you* and *22 female kottayam*.

### **IV. FINDINGS**

In my research I analyzed two films to know about the representation of women in women centric Malayalam films. Movies have a powerful role in influencing the society. The movie *How old are you* was well appreciated by the audience and hence influenced the society a lot. The concept of biofarming was well received by the audience and many households started having their own kitchen garden thereby cultivating organic vegetables at their roof tops. In living their family life, many women forget their true identity. The movie has reminded many such women to live their life as per their real identity but without affecting their family bonding. There are many women today who carry their unreal selves just for the sake of someone else. The character influenced a lot of woman and they took the character *Nirupama Rajeev* as a motivation for them to pursue their dreams at the same time taking care of the family responsibilities. *Nirupama Rajeev* could leave a signature in the society. The movie conveys the message that if a desire to succeed is there from within, then any woman can leave their signature in the society.

By refusing to question patriarchy, these films perpetuate and reinforce a double standard – women as independent, but continuing to be victims of patriarchy.

New Generation films aspire to offer a different experience through innovative narrative strategies and the promise of addressing issues that remained on the margins during the era of the superstars, whose interests drive social transformations. This has inspired new representations of women in films. However, womanhood in the new Malayali films, despite being set in the contemporary global and urban world, remains fettered by convention and stereotyped by the patriarchal hegemonic class. When depicting female identity in this globalized reality, cinema falters, failing to explore beyond superficialities; there is no real exploration of the female psyche and it's potential. The images are those conditioned by gender-biased social institutions, and women characters end up being vain and trivial – with marriage and

motherhood as the iconic female identities that every woman strives to achieve in life. These movies attempt a shallow probing into a womanhood that is supposedly liberated from the confines of patriarchy, but fail to rise above patriarchal norms and values; they end up using the same tactics and measures of female worth.

Being the most effective medium for the society, cinema is conspicuously very powerful and the portrayal of strong and influential leading ladies on-screen not only spread positive vibes around the audience but also plays an important role in shaping the personalities of millions of women around the globe. It is a huge responsibility of the filmmakers to show their characters in a way that it makes the world a better place. We are also glad in a way that some of the major cinemas in the world are representing female characters in a much better way than were shown a few decades ago. Let us all see in the coming years how cinema, which is one of the major medium of mass communication, will influence and help women empowerment around the globe.

## V. CONCLUSION

Women-centric films hitting the screens. It was Ashiq abu's 22 Female Kottayam that set the trend for strong There has been a shift in trend in the male dominated Malayalam film industry of late, with more women-oriented films in M-Town perhaps the movie's success gave the directors the much needed confidence to come out with such movies. It was proof enough that the absence of a strong male character will no way affect a movie's success at the box office. Following the trend, mollywood is currently witnessing a number of women-centric films.

The female characters and the movie which based on women-centric encouraged the need of women to fight against harassment, sexual violence, fear, and domestic abuse. Moreover, it educated to take care of family and children, to get relief from poverty and more. Further, the movies questioning the society that still the inequality and violence against women has not been considering in many lands and it's encouraging. That's why even the movement representation of women.

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