

ROLE OF SOCIAL MEDIA IN PROMOTION OF TAMIL MOVIES

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ABSTRACT

Motion picture's business depends on how well it has been advertised. Prior to the time of the Internet, film generation organizations needed to publicize to their intended interest groups through print media. Boards, transports, dividers and boulevards put with bright hand-drawn blurbs. When film industry turned into a greater one, trailers were acquainted with advance the movies. The business before long extended, for film as well as for the notice organizations and offices. Today, the two gatherings are broadening their promoting techniques and crusades to the utilization of online life to increase greatest benefit. The specialist is keen on observing the patterns in internet based life advancements with reference to Tamil film industry. The present research, 'Motion picture limited time techniques in Tamil film industry-the contemporary methodology', manages special parts of the Tamil Film Industry lately. The present investigation uncovers that limited time techniques being followed in Tamil films making extraordinary effect on motion picture watchers. Mindfulness on some innovative techniques for advancements will be given unique consideration regarding spread out their imaginative exertion to the general population. Progressively inventive technique takes more consideration from film watchers. Street show and glimmer hordes, YouTube viral recordings, computer games, portable applications, item arrangements, unscripted TV dramas, sound dispatch, making recordings additionally impact mindfulness on innovative motion picture special methodologies for motion picture watchers. The film watchers are most mindful of item arrangements under inventive motion picture advancement techniques. **KEYWORDS:** Tamil films, social media. Film Promotions, Audience, Marketing.

INTRODUCTION

In India, film industry has started evolving from the British period. The Indian national Congress used the field of film industries to promote their party. In Tamil nadu, film industry and screenings was introduced by the Dravidian parties and they used the film industry for spreading their propaganda. The Dravidian politics has played the major role in Tamil cinema. After the Independence, posters and newspapers played the major role on promoting film as there was no internet and television. Also people had no option other than watching film in theatre. But in 21st century there are many ways to promote a film, also the new era of film industry have different medium to promote movies like television, radio, LED banners, internet platforms, etc. Internet platforms like social media, websites, blogs, etc., plays major role in promoting movies. In this modern age every common man is having electronic gadgets like smart phones and laptops which have different applications. These smart phone and laptop which are engaged with internet helps in spreading information about movies quickly through social media. Since spreading information about movies had become easier, promoting the movies is also become easier. The major platforms used to promote the movies are youtube, instagram, facebook, twitter, etc. Other than these social media, there are new applications have evolved to promote movies. These applications have become promoting platforms in 21st century as the youtube was started in

14th of February 2005, facebook was started in 4th of February 2004 and instagram was started in 6th of October 2010. Youtube have a lot of movie reviewing channels which keep reviewing every film and it helps people to know about the movie release date and the review about the movie. Even the celebrities like movie actors, director, music director, and the crew members play a role in promoting movies. Celebrities tweet in twitter and posting the movie posters in their personal social media account helps in promoting movies. Other than posters and banners, teasers and trailers has brought into usage to promote movies in social media.

RESEARCH METHODOLOGY

Survey research methodology is used because it is the best way to gather required data and information in less period of time. Also survey research methodology helps to reach higher target audience in less period of time. In this methodology it is easy to find out the percentage of the results. Also questionnaire in survey research methodology helps in narrowing the information to the required result.

ANALYSIS AND INTERPRETATION

1. How often do you watch movie?

53% of the Population watches movies weekly once. 25% watches movies monthly once and remaining 21% of the population watches movie occasionally. As a result most people enjoy watching movies once in a week. Thus movies are considered as the main form of entertainment by 53% of the population, this is more than half of the population.

2. What type of genre in movie you usually like to watch?

27.6% of people like to watch Romantic as well as Action movies. Coming up with Science Fiction 24.1% of people are interested in watching this kind of movies. At last 20.7% of people like to watch Horror Movies. By the end, Horror movies are less attractive to the people while comparing with Romantic and Action Movies.

3. How do you get to know about movie release?

In this modern generation there are many ways to know the release date of movies. In 69% of people getting release date of movies via Youtube and 17.2% getting via Facebook. Remaining 13.8% of people are getting via Newspaper and Television. So, coming up with conclusion 86.2% of people are using Youtube and Facebook for getting information about release date of movies. There are less reading of Newspaper and less watching of World news which are telecast in the Television.

4. Does a film trailer make you to watch movie?

55.2% of people showing interest to watch movies by seeing trailer at first. 39.7% of people partially accepting that they watch movies by seeing trailer. Remaining 5.1% of people are not watching movies by seeing trailer. By the end most of the people are watching movies by seeing trailer at first why because it attracts the people and make them to watch movies once they released.

5. What medium you choose to know about movies? 96.6% of people choose social media to get more updates about movies. Remaining 3.4% of people getting updates via Newspaper and Television. No one choose Radio to get information. Why because in that social media people can able to get more updates about Movies and their work news quickly. Coming up with the conclusion Social media is the easiest and fastest way to get more updates while comparing with Radio, Television and News paper

6. Which social media you think it gives more information about movie promotion?

56.9% of people are saying that they are getting information in YouTube. 22.4% of people think they are getting information in Instagram. 13.8% of people think they are getting via Facebook. Remaining 6.9% of people think they are getting information about movie promotions via Twitter. So coming up with end the usage of Twitter and Facebook are very less when compare with YouTube and Instagram.

7. Do you think movie promotion in social media is higher when compared to other medium?

69% of people accepting that they are using social media regularly to get information about movie promotions. 24.1% of people partially accepting that they would use social media as well as other media to gather information about movie promotions.

8. How often you do use social media to get movie updates?

58.6% of people are using social media to get movie updates daily. 25.9% of people are getting movie updates and news from social media weekly whereas 12.1% of people are saying that they get movie updates on social media once in a month. Also 3.4% of people are saying that they never get movie updates on social media. Thus it is clear that majority of people are using social media to get movie updates daily.

9. Do you think re-making films are a good idea?

37.9% of the people are not like to watch the remaking films. 34.5% of people partially telling that they see or will not see the remaking films. 27.6% of people telling that they will see the remaking films. Majority of the people are not liked to watch remaking films.

10. How do you watch movies?

81% of people are watching movies in theatre. 10% of people are saying that they are watching movies in Netflix whereas 7% of people are saying that they are watching movies in Amazon Prime videos. The remaining 2% of people are saying that they are watching movies in television. Thus it is clear that majority of people are watching movies in theatre.

11. Do you think movie promotions in social media are more effective?

89.7% of people strongly believing that social media are playing an effective role in promoting movies. The other 7.2% of people are saying that social media might promote movies effectively. Remaining 2.1% of people strongly believe that social media are not promoting movies effectively. Therefore it is clear that majority of people are believing that social media are playing an effective role in promoting movies.

12. Do you think Television is still effective to promote movies?

Still people thinks that televisions are effective for movie promotions. 58.6% of people telling that televisions are effective for movie promotions. 25.9% of people are partially telling that televisions are effective for movie promotions. 15.5% of people are telling that televisions are not effective for movie promotions. Thus it is confirmed that majority of people still thinks that televisions are effective for movie promotions.

13. Do you think social media changed the box office of movies?

77.6% of people are saying that social media changes the box office of a movie. 13.8% of people are saying that social media might change the box office of a movie. 8.6% of people are strongly saying that social media are not changing the box office of a movie. So through this pie chart, it is clear that majority of people believe that social media changes the box office of a movie.

14. Which media do they use to promote movies in olden days?

63.8% of people are saying posters are used to promote movies in olden days. 20.7% of people are saying that newspapers are used to promote movies in olden days. The remaining 15.5% of people are saying that televisions are used to promote movies in olden days. Therefore, majority of people are saying that posters are used to promote movies in olden days.

15. Do you compare multiple social media reviews?

56.9% of people are comparing multiple social media reviews. 24.1% of people are saying that they are not comparing multiple social media reviews. 19% of people are saying that they might compare multiple social media reviews. Thus it is clear that majority of people are comparing multiple social media reviews.

FINDINGS

Through this research, 53% of the Population watches movies weekly once. 25% watches movies monthly once and remaining 21% of the population watches movie occasionally. As a result most people enjoy watching movies once in a week. Thus movies are considered as the main form of entertainment by 53% of the population, this is more than half of the population. 27.6% of people like to watch Romantic as well as Action movies. Coming up with Science Fiction 24.1% of people are interested in watching this kind of movies. At last 20.7% of people like to watch Horror Movies. By the end, Horror movies are less attractive to the people while comparing with Romantic and Action Movies. In this modern generation there are many ways to know the release date of movies. 69% of people getting release date of movies via Youtube and 17.2% getting via Facebook. Remaining 13.8% of people are getting via Newspaper and Television. So, coming up with conclusion 86.2% of people are using Youtube and Facebook for getting information about release date of movies. There are less reading of Newspaper and less watching of World news which are telecast in the Television. 55.2% of people showing interest to watch movies by seeing trailer at first. 39.7% of people partially accepting that they watch movies by seeing trailer. Remaining 5.1% of people are not watching movies by seeing trailer. By the end most of the people are watching movies by seeing trailer at first why because it attracts the people and make them to watch movies once they released. In this modern generation people mostly used to choose social media to know more updates about movies. 96.6% of people choose social media to get more updates about movies. Remaining 3.4% of people getting updates via Newspaper and Television. No one choose Radio to get information. Why because in that social media people can able to get more updates about Movies and their work news quickly. Coming up with the conclusion Social media is the easiest and fastest way to get more updates while comparing with Radio, Television and Newspaper. 56.9% of people are saying that they are getting information in YouTube. 22.4% of people think they are getting information in Instagram. 13.8% of people think they are getting via Facebook. Remaining 6.9% of people think they are getting information about movie promotions via Twitter. So coming up with end the usage of Twitter and Facebook are very less when compare with YouTube and Instagram. 69% of people are accepting that they are using social media regularly to get information about movie promotions. 24.1% of people partially accepting that they would use social media as well as other media to gather information about movie promotions. 58.6% of people are using social media to get movie updates daily. 25.9% of people are getting movie updates and news from social media weekly whereas 12.1% of people are saying that they get movie updates on social media once in a month. Also 3.4% of people are saying that they never get movie updates on social media. Thus it is clear that majority of people are using social media to get movie updates daily. 37.9% of the people are not like to watch the remaking films. 34.5% of people partially telling that they see or will not see the remaking films. 27.6% of people telling that they will see the remaking films. Majority of the people are not liked to watch remaking films. 10% of people are saying that they are watching movies in Netflix whereas 7% of people are saying that they are watching movies in Amazon Prime videos. The remaining 2% of people are saying that they are watching movies in television. Thus it is clear that majority of people are watching movies in theatre. 89.7% of people strongly believing that social media are playing an effective role in promoting movies. The other 7.2% of people are saying that social media might promote movies effectively. Remaining 2.1% of people strongly believe that social media are not promoting movies effectively. Therefore it is clear that majority of people are believing that social media are playing an effective role in promoting movies. 58.6% of people telling that televisions are effective for movie promotions. 25.9% of people are partially telling that televisions are effective for movie promotions. 15.5% of people are telling that televisions are not effective for movie promotions. Thus it is confirmed that majority of people still thinks that televisions are effective for movie promotions. 77.6% of people are saying that social media changes the box office of a movie. 13.8% of people are saying that social media might change the box office of a movie. 8.6% of people are strongly saying that social media are not changing the box office of a movie. It is clear that

majority of people believe that social media changes the box office of a movie. 63.8% of people are saying posters are used to promote movies in olden days. 20.7% of people are saying that newspapers are used to promote movies in olden days. The remaining 15.5% of people are saying that televisions are used to promote movies in olden days. Therefore, majority of people are saying that posters are used to promote movies in olden days. 56.9% of people are comparing multiple social media reviews. 24.1% of people are saying that they are not comparing multiple social media reviews. 19% of people are saying that they might compare multiple social media reviews. Thus it is clear that majority of people are comparing multiple social media reviews.

CONCLUSION:

Social media are the best ways to reach the audience for movie promotions. Film technician and production houses are using social media channels like Facebook, Twitter, Youtube and Instagram for film promotions. Engaging the audience during the making of a film is a needed promotional strategy. This research made it clear that in this modern age, due to the people's more usage of internet and electronic gadgets, social media plays a major role in promoting movies. Also social media influences more in promoting movies than any other medium. As the research is done with survey research methodology and questionnaire tool, it is accurate that majority of people are attracted to movie promotions through social media. Among the existing social media, youtube covers the majority of people in promoting movies. Though this research gives an accurate result, it may vary or change in nearing future by evolving technologies. A social media platform like Facebook, Twitter, and YouTube plays a vital role in the box office success. Times have changed now and so have the audience. The audience wants to know all about the movie, its box-office report, and reviews before spending 200 plus rupees including GST 28% and 8% of Tamilnadu local tax.

