

EFFECT OF HERO WORSHIP IN TAMIL CINEMA THROUGH FACE BOOK: A CRITICAL STUDY ON YOUTH

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ABSTRACT:

The main purpose of the study is to find whether the young age users of face book are affected or disturbed by the hero worship done through face book and also to know effects that happening because of hero worship in face book. Many get distracted by the activities, which are done in face book for purposes. The activities of fans of actor may disturb the perception of a common audience, which they have for a movie. Most of the hero worship things done by a fan, is for to show their support and also to show their superiority to other actors fan. The common audience are the one who is important for a movie success. By this research we can find the effects that the hero worship done through face book cause. People should know the nature of an art culture. The main objective of movies are, it is either made for the entertainment purpose or for the educational purpose. But getting away from this and creating a superiority may cause an imbalance in the culture of cinema.

Key Words: *Hero worship, Face book, Tamil cinema, Youngsters.*

INTRODUCTION

Cinema plays a vital role in the life of every individuals of tamilnadu in olden days people used to watch street plays, dramas and ect for entertainment. After the emergence of modernization, cinema has evolved and attain a rapid growth.

In 1940's cinema became socialized in southern part of india, even though the first tamil movie "kalidas" was released in 1931, starring T.P. rajalaxhmi and T.G. venkatesan. In this time everyone get excited about cinema, after this people started to know more about cinema culture.

In 1932, the movie "pavalakodi" released and the hero of the movie was M.K.thyagaraja bhagavathar and he is so called to be the first well known hero in tamil cinema. MGR was introduced as a debut actor in 1938, in the movie "sathileelavathi" and in 1952, sivaji ganesan was introduced in the movie "parasakthi". then the concept of heroworship was started in tamil cinema, though heroworship has been followed by many in the period of rajini and kamal, in late 70's. it became more popular among youths but it is not vigorously followed. after the media digitalization in 21st century many social medium application were introduced and people are free to share their thoughts on social platform. heroworship get into another level when facebook is socialized among youngsters. facebook is a online social media application, founded by mark zuckerberg on February 4, 2004. It is a social networking service, its usage grows among youngsters in a rapid pace all over the world. youngsters started to share their thoughts on

facebook and heroworship also get started on this medium and now the way of heroworship has been changed a lot and it even became a part of tamil cinema .

RESEARCH OBJECTIVES:

1. To find out the influence of Facebook to promote heroworship among people
2. To analyze the various modes of hero worship in Facebook
3. To find out the perception on hero worship through Facebook among youth

RESEARCH METHOD:

Quantitative – survey

SAMPLING:

Purposive sampling

Sample of 30

Youth – age between 18-30

RESEARCH DESIGN: SURVEY

In research study I use is quantitative research method. This research methodology is used to find out the effect of heroworship done in Facebook .An online survey was done to 30 young age(18-30) people who use Facebook to find out the effect of heroworship. A purposive sampling was used to find out the result .A questionnaire was created in Google form which contains 30 questions regarding the heroworship in Facebook .By analysing the answer we can find a understanding of the objective of our research .

ANALYSIS AND INTERPRETATION

1. How long do you use Facebook in a day?

80%- people uses Facebook lesser than a hour in a day

3 %- people uses Facebook 3 hours a day

16.7 %- people uses Facebook more than 3 hours a day

From this we can clearly observe that only few percentage people uses Facebook for a long time ,other than that maximum number of people uses it for a short time period.so from this we can get the idea that only few are addictive to Facebook. Here we can see the drastic different in the usage of Facebook from lesser than a hour to more than 3 hours so people are either addicted to it or not.

2. Why do you use Facebook?

83 %- people uses Facebook for entertainment

6.7%- people uses Facebook for business purposes

10%- people uses for knowledge

From this we can know that maximum number of people who are using Facebook are due to the entertainment they get from it .only few percentage of people are using it for knowledge purpose.some of them using it for the business purposes.so people are using Facebook more for entertainment purpose.here we can understand that in entertainment ,it includes videos ,movie promotion and etc.

3. All the information you see in Facebook are?

From this we can observe that maximum number of people don't believe completely on the things which are in facebook.they partially believe .only few percentage people believe that things are real.very less percentage of the people are says it's a fake thing.from here we came to know that maximum number of people partially believes the things which are in facebook

4. Do you watch reviews of movie in Facebook?

60%- don't watch reviews in Facebook

20%- watch reviews in Facebook

20%- watch sometime

Maximum number of people don't watch any movie reviews on Facebook. Only 20 % people watch review videos on Facebook .so it shows that many people don't get distracted by the reviews on Facebook regarding a movie .

5. How often do you see hero worship related posts on Facebook?

30%- people watch rarely

26%- people never watch

43.3%- people watch regularly

Maximum number of people watch heroworship post regularly on Facebook .so there is a lot of chance,where the common audience can be get involved in hero worship.

6. Do you believe the reviews of a movie posted in Facebook?

46%-people are not believe the reviews

46%- people says it's depends on the reviewer

6.7%- people believe

So maximum number of people don't believe the reviews on Facebook ,some believes it accordingly to the person who reviews the movie.so only 46% percentage people don't believe the reviews and rest every one believes it in some point.

7. Does the movie review affects your interest towards the movie

66.7%- says it's affects their interest

16.7%- says it's not affecting them

16.7%-says it's affects them sometime

From this we can clearly observe they large number of peoples interest towards a movie is affected by the reviews on the facebook.so when their interest is affected they may skip the movie in theaters and it may cause a change in box office collection

8. What is the most frequent thing you see in Facebook related to heroworship?

33.3%- people see videos frequently in Facebook

30%- people see status related to heroworship

36.7%- people see posters related to heroworship

Posters are the most frequent thing which they see in Facebook.it follows by videos and status .so these three things are commonly seen by the users in Facebook .these three things share a equal percentage approximately.so these things plays a main role in heroworship on Facebook

9. Do you ever post anything in Facebook in a way to show your support towards an actor?

80%- people says that they don't post any post related to show their support towards an actor

16.7%- people says that they do post

3%- people says that they will do post on a regular basis

Here it is interesting to see that maximum number of people don't post any kinda post to support their actor.This 80 % of the people are ones who are the common audience . though they have a favorite actor for they will treat them as a actor not a idol. This kinda awarness is very important among everyone

10. Do you judge a movie by seeing the audience reactions on Facebook?

36.7%- says that they will never judge

26.7% - says that they will judge sometime

36.7% - says that they will judge

Here the judgement rate is depends on the people who says maybe.because both yes and no are equal so we can only find the conclusion according to the people who says maybe.but more number of people don't judge the movie by seeing the audience reactions.it is good also equal number of people say that they will judge .it's should get changed.everyone has their own perception

11. What are the things you prefer to show your support towards an actor on Facebook?

57.1% - people post their good deeds

11 – praise their activities

3 – Mocks the competitive actor

Maximum number of people post the good deeds of their favorite actor to show their support it is impressive but the good thing about this statistics is only very few says that the mock the competitive actor to support their favorite actor .

12. What do you think about heroworship in Facebook ?

72%- people says it's a form of support

27.6% - people says it is waste of time

Maximum number of people who watch heroworship are knows that this is a form support to the actor. Only few says it's waste of time . Facebook has a lot of fans pages and we can see may people who have their favorite actor picture as a display picture (dp).many kind of supportive things done in the Facebook. Lots of promotion done through Facebook and it is very efficient .more number of people do heroworship in Facebook by knowing or unknowingly

13. What do you feel while seeing a heroworship post on Facebook?

41.4% - people says that they don't care about that

20.7% - people says it's create an interest towards the actor

37.9% - says it's irritating

Here we have to see that nearly half the percentage people says that they are irritated .we have to care to observe this group people a lot .only few says that creates an interest towards the actor . maximum number of people says it is waste of time.the people who are irritated are sometimes may do heroworship to show their opposition by supporting their actors.and making it more competitive

14. What is the latest heroworship post you saw recently?

44.8% - people says that they see fanmade videos recently

10.3% - people says that they see review

44.8% - people says that they see fanmade posters

Fanmade posters and fanmade videos are that most frequent things that the users regularly see in Facebook .posters and videos are the key factors for promotion.many fans create videos and poster to support their hero and also they uses the poster and videos to troll the other competitive actor .Videos and posters are the starting point of every heated conversation .

15. Do you think heroworship is going out of the social limits?

44.8 % - people says it's going out of the limit

41.4% - people says it's going out of limit sometime

13.8%- people says that it is not going out of limit

In this statistics both the people who say yes and who says sometime are should consider a common one .they both says that the heroworship is going out of the social limits .we should give more attention about this . sometime the fans may get into a fight in Facebook ,they used to abuse their competitive actors on bad words and comments ,these kind of things are showing that heroworship is going out of the social limits.

16. Do you ever skipped a movie after you saw the review of the movie , in Facebook?

48.3% - people say no

17.2% - people says sometime they skip a movie

34.5% - people says that they skip movies

Maximum number of people says that they are not skipping the movies after they saw a movie review in Facebook .it is really a good thing but 34.5 % people says that they will skip movies after they saw a movie review in Facebook .this kind of activities may affect the success of the movie. Sometimes a hero fans may wantedly share a bad review about a movie of the other competitive actor .

17. What are the ways you get into an argument with another actors fan?

60.7 %- after a bad attitude of them towards the favorite and

28.6% - people say after seeing their heroworship

10.7% -after they posted any bad review about the actor

Maximum number of people gets into an argument after they saw that someone is trolling or mocking their favorite actor .this kind of bad attitude done through trolling videos ,posters and posting negative comments about their competitive actor.making an argument is also a way of heroworship . maximum number of heated argument are starting because of the immature way of promoting their favorite actor.28% people gets into a argument after seeing the other hero fans heroworship towards their hero.

18. How many fan pages do u follow on Facebook?

86.2% - people follows only 5 pages in Facebook

13.8% - people follows more than 5 pages

Maximum number of people follows only 0- 5 fan pages .but there are more post and videos of hero's are in Facebook this shows not only the fan pages there many entertainment pages are there they also promote fanmade videos and posters .but only few are follows more than 5 fan pages in Facebook

19. Do you ever had an argument with another heroes fan?

41.4% - people says that they never had an argument

58.6% - people says that they had an argument

Here maximum number of people were involved in an argument with another hero's fan.these kinda argument are happening because of the superior mentality .each actor fans want their favorite actor should be the top on the list .even though they know that it is not going to change anything but they want to defend their actors dignity. The remaining 58% are the fans who have know the level of heroworship.

FINDINGS:

Maximum number of people uses Facebook for a short time of period in a day and also they uses it mainly for the entertainment purpose only .very few are using it for learning and business purposes. Very less amount of people believesb that the post or information in Facebook are real, maximum number of people

believes it partially.60% of people don't watch reviews in Facebook . people see heroworship related post regularly in Facebook.more number of people don't believe the reviews on Facebook.Maximum number of people get interest towards a movie after they watch a review of the movie in facebook.very few of them are posting heroworship post regularly in Facebook.Maximum number of people judges a movie after they watch audience reactions.many says heroworship is a waste of time and it sometime exceed the social limits.maximum number of people skip a movie after they saw a bad review or comments towards a movie in Facebook.

CONCLUSION:

We came to an idea that heroworship in Facebook is not affecting a lot in the movies success .many people have the idea that the information in facebook are sometime partially real.At some point the people who don't have any interest in heroworship also may get into that by seeing those heroworship post and it may create a I'm balance in the art form in future . reviews affect the interest towards the movie and in some point it may cause the audience to skip that movie.posters and videos are mainly used in Facebook for the purpose of heroworship . The success of a movie not only depends upon the fans of the hero it includes common audience too.so these kinda heroworship and review by the fans may affect the interest of the common audience towards the movie .everyone is doing heroworship at a level it should be in positive way .

