

THE ROLE OF TAMIL FILM SONGS FOR MOBILIZATION OF POLITICAL SUPPORT FOR DRAVIDIAN PARTIES

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ABSTRACT

The cinema or movies has played a vital role in expressing and exposing people's issues and problems. In Tamilnadu, Dravidian parties using this media for propagation of their ideology and policies. The popular film personalities began to support the Dravidian ideology and political participation since the 1950s more visibly. The film stars supported and manifested the Dravidian ideology through their narrate, creative, Lyrics and cinematic capacities in various styles. The leader of DMK worked has script writers in the cinema field and some of the members of DMK as actors, lyricist and another work in the cinema field. Their role in Tamil cinema the mobilization of political support of Dravidian parties. This Article analyzed the role of Tamil cinema songs for the mobilization of political support of Dravidian parties.

KEYWORDS: *Tamil Films, Songs, DMK Party, AIADMK Party, Lyricist*

INTRODUCTION

Films or Cinema is one of the Mass media. The cinema includes as a screenplay, songs, dialogue and music etc, In the early stage, The Cinema shows for entertainment among the people. The audiences believe the image as real. Later this media echoed this issue of society (e.g), Disparities poor and rich, caste system, family cultures, etc. In Tamilnadu, Cinema Writers and Artist used this media for propagation of issues of society and political. Cinema has touched every once life by narrating their stories and songs in both realistic and commercial formats. During the 20th century movies were viewed as a medium of mobilizing political support. In Tamilnadu, Dravidian parties, i.e., DMK, AIADMK is major political parties among parties. Many film artist such as Lyrists, actors, directors, producer is involved as a member of Dravidian parties. The Dravidian Parties used film songs in their political gain. These articles explore the role of Tamil film songs for mobilizing of political support for Dravidian parties.

Tamil Cinema

Early cinema was mainly based on mythological stories through songs, dances, explained those stories¹. The Tamil movies started social life stories in 1936. During colonial period. The first feature films Keechavadham, Story based the Tamil cinema has much to do with the life of the Tamil people in all its aspects on Mahabharata was introduced and directed by Nataraj mudaliar². This film attracted the audience with stories from mythologies and the Puranas. During the

Colonial period, some of films echoed against the British rule. In 1936 the film 'Sarangadara' used non cooperation movement for propaganda against colonial rule³. The Congress party made use of movies start and songs at political meetings⁴. After the independence, the Dravidian parties, utilized the movies, media than congress for propaganda ideology of the Dravidian. Kannadasan, a Tamil Films writer, Lyrist says the "The Congress party decried the cinema, we used it⁵.

Films Songs

Pattukottai kalyanam sundaram was most popular lyricist in 1950s in Tamil cinema. He penned some of the wonderful philosophy song was gained to Dravidian parties. "Rangoon radha" the Tamil film of C.N. Annadurai, directed by K. Kasilingam, screenplay Karunanidhi. In this film of songs wrote by M. Karunanidhi, and Pattukottai kalyana sundaram. "Podhu nalam endrum podhu nalam", and "Naatukkoru veeran" was highlighted in the DMK. The film Panam (1952) was produced and directed by N.S Krishnan, the films comedy actor. He wanted to Kannadasan a write songs for his films. The song Theena muna kana writer by kannadasan indirectly propagated the DMK ideology⁶. Thiruvalluvar, Mahatma Gandhi and Annadurai were praised in the song. Not only, this song escaped from the scissor of the censor board.

In 1959, the film 'sivagangaiseemai' was released. This film song portaging the features of Dravida Nadu. This song wrote by kannadasan and his song was appeared in the Dravidian periodicals, Mandram. and Murasoli. A song glorifying the Dravidian begins, veeragal vaazhum dravida nattai vendravar kidaiyathu' (Braves Live in Dravidanadu there were none to win. This song praised the Dravidian and Tamil nationalism. In the film of Ulagam Suttrum Valiban, a song was "Namathu Vetriyai Nalai Sarithiram Sollum"

"History will speak of our victories" The songs "Ithu natai kakkum kai" and "Anbukku nan adimai in the film "Intru pol endrum vaalga." These song gifted to MGR and also AIADMK used for campaign of election.

Kannadasan also popularized the Dravidian periodicals in the song as, 'Mandram malarum, Murasoli Kaetkum vaazhinthidum nam naadu – Ilanthendral thavazhum theentamizh pesum Dravida thirunaade. He wrote a song for the film of 'Mannathi Mannan.' He precisely reflected the valour of the Dravidians and Tamil nationalism. It is also the title song cast by MGR. Sundararajan performed the playback. The song was repeatedly propagated by the DMK and latter the AIADMK. It begins, 'Acham enbadhu madamaiyada anjamai Dravidar udaimaiyada⁸.'

Fear is foolish

Courage is the right of Dravidians

Death occurs in sixth or hundredth age

It is the duty to protect the homeland...

Mother of Tamil grows courage

In child even from fetus

He'll rise to protect her dignity

If indignity appeared

Millions born and millions died

Who lives in the hearts of the people?

Braves who protected dignity

Stand alone in history

Though Annadurai accepted the rationalism, he gradually changed his attitude towards atheism for the sake of secularism. He feared that the idea of atheism would deliberately alienate the people⁹. Hence, he modified his stand in broad secular approach that 'one god and one race.'¹⁰ In *Ananda Jothi* (1963), a song depicted the solidarity of the Tamil race. The song was written by Kannadasan and sung by Soundararajan with chorus. It begins, 'Oru thai makkal nam enbhom onedra engal kulamenbhom'¹¹.

We are the people of one mother

One is our race

One is our leader

Equality is our life...

Got the name of elders

The film *Vettaikkaran* was produced by Chinnappa Thevar and directed by M.A. Thirumugam. MGR acted as a western character and he appeared different costumes as a cow boy and horse riding he featured brave hunter of the culprits. The song 'Unnai arinthal nee unnai arinthal' written by Kannadasan provided motivation to all psychologically.

If you understand you self

You may struggle in the world

If succeeded or failed

You may live without bowing head

Men live with self-respect as high

Is not said as deer?

Realizing their own self

The song had a lot of implications for MGR and the DMK. Kannadasan might have different motivations in writing the lyrics. But MGR usurped its spirit and meaning to himself in total. The song exposed such as terms as self-realized, self-respect, righteous live, knowing the need of others, granding generously, garland, appreciation, and the blameless king were all associated with the personality of MGR. That was the image carefully propagated by his fans spontaneously or deliberately. This situation added strength to DMK not only as well as to the MGR. Particularly, the song was ever remembered by his fans as well as by the common folk. In *Pasam* (1962), a song written by Kannadasan for MGR explained the fact. The song equated mother with the powers of nature. It begins, 'Ulagam piranthathu enakkaga'¹².

World is born for me

Rivers run for me

Flowers blossom for me
 Mother opens her lap for me...
 Even if everything in me
 Keep me within her
 The heart of mother is my temple
 She is ever my God

When Kannadasan friction with M. Karunanidhi, the leader of the DMK, he withdraws his support to DMK. The DMK's actors, particularly M.G.R used Valli's songs. He wrote lyrics for a film "Enga veettu pillai" in 1965. The song.

Naan aanai Ittal, Adhu Nandanthu Vittal
 Ezhaigal Vedanai Pata matter,

If I pass an order and it happens or carried. Then the poor won't not suffer anymore. The valli's lyrics found a place in the heart mouth every M.G.R fans and every sympathies of the ADMK. He wrote another one song for the MGR film Padagoti (Boatman) in 1964 that.

Tharaimale Pirakkavettan, Engalai Thaneeril Midhakka Vittal, (Blessed to be born on land, cursed to be floating on water,

Koduthathallam Koduthan – avan yarukkaga koduthan – mankudusai vassal endral thendral vara maruthituma (because it is a mud hut will gentle breeze by pass it)¹³. MGR would take keen interest in the theme of song it's musical composition and its exact appearance in the movie.

CONCLUSIONS

The movie songs promoted to Dravidian ideologies beliefs. The songs also played a vital role in the propagation of ideologies particularly this film songs cannot be classified as propaganda songs., Dravidian parties used films song to take its ideas to the masses. These songs became the most effective form of communication with the masses and gave hope to DMK, AIADMK. Mainly the songs greatly boosted to AIADMK. At the same time they have a reference to the Dravidian ideologies. The film song was echoed in Dravidian parties during the party conferences, meetings and Campaign of elections.

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