

## **CINEMA A MOUNTEBANK: A STUDY ON SELECT TELUGU FILMS FROM INDIAN CINEMA**

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### **Abstract:**

Analogous to Indian theatre, Indian cinema is a composite unit based on the diversity of its linguistic output. Regional cinema tends to be neglected in film studies due to the excessive focus on Hollywood and Bollywood. Moreover studies centred on regional cinema are language specific and there are very few which compare and contrast films in Telugu. This paper attempts on moral Themes and Influences of attracting the people in the name of modernity and related to present life style. This paper compares two block buster movies in Telugu **Sagarasangamam** (Telugu June 1983) and **Nuvvu Naku Nachav** (Telugu sep-2001). These films have shown true love among various relations including the Art. This paper explores how culture, tradition and morals have been diluted to promote the heroism from time to time. Based on dialogic premise and key scenes have been examined to highlight that the cinema on a moral platform can live long and attract beyond the barrier of language and culture and protect the society from diversities.

**Keywords:** Culture, Diversity, Morals, Relationships

### **Introduction**

Indian Cinema is one of the biggest Industries in the world. Particularly Southern India produces maximum number of movies. As it is mass media it reaches to all the people irrespective of language culture, custom etc., It is nothing but the reflection of our society, culture and existing novel ideologies of the creators to grab the attention of the viewers. Earlier

Literature is the reflection of the society and exploring the problems of the society like Homer's Iliad opens with a Plague which is disastrous at that time, Mary Shelley's novel 1826 novel The Last Man etc., explores the pandemic situations exist at that time. Literature is confined to the people who can read and write. Greek, Latin literature is confined to the highly educated people. But Cinema is something different which can attract everyone. French film Scholar Mr. Christian Metz says "*The cinema is difficult to explain because it is easy to understand*" People can be explored the relationships in visual media among concept, theme, structure and style. With this we can find that Literature Casts light on the meaning in the film and the study of the film can illuminate the value of literature. Cinemas influence a lot among the people and it is part of their daily life though it is a part of the entertainment. People blindly believe that everything is right whatever they see on the celluloid. Now a days we can find the most impossible things on the screen done by hero or Villain, people believe them and a few blindly emulate those things and become the victims. We have so many examples on this like a boy jumped from the 6<sup>th</sup> floor with the influence of the Shaktimaan serial and bike ridings. In a nutshell movies and other visuals influence a lot irrespective of intellectual levels of the people. Originally Cinemas meant for communicating good ideas, morals, ethics, and concepts with a little entertainment to drive the society in a right direction in instant way. The films which follow this kind of principles live forever and made an indelible impression in the minds of the people, whereas the other movies which violate the above mentioned principles survive only a short period. Moreover the latter movies are polluting the society. The present paper highlights the above mentioned things with the help of two movies in Tollywood.

### **Justification of the Title:**

It is applied to a person who deceives others, especially in order to trick them out of their money. The most influential Social Media has been taken as a tool to mint the money by certain people at the cost of Moral values and social principles. So the authors have used the term **Mountebank**. In the name of the modernity, most of the people diluting the greatest qualities like Morals, Ethics, Customs and Culture. Mahatma Gandhi said;

“we can open the window of modernity but we should not leave our basic qualities like the above mentioned qualities because they live forever”.

### **Background of the Paper:**

The movie Sagarasangamam, is not only a blow to artists who feel they are perfect in their Art but how a minor contempt can create such a blunder. The protagonist Bala Krishna who is devoted to the Indian classical dance and dedicated himself to master in the art inspite of oddities. Though his financial crisis forced him to do various jobs like an assistant to the director, Journalist for cultural and Arts desk, he never give up the auspiciousness of the Art. His devotion in learning and respect towards gurus is excellently executed in the movie. Director executed each and every scene and the character of the protagonist and other

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situations on par with morals, ethics, customs and cultures. In this process Balu multi-talented dancer, adept at the Indian classical dances was attracted, motivated and encouraged By Madhavi a wealthy young woman and a dance patron notices his talent and acts as his benefactress.

The Protagonist proposed to marry her before her father, her father has shown photos album of Madhavi's marriage and told that she was given up because he lost the property in a court case. Since then she was alone. Usually one can come across that majority of the people may become alcoholic or attempting suicide or indulging some other violent gestures in majority of the films. Here Balu consoled himself by performing a restless dance on the seashore. Even the similar situation reflected in the movie, when he was asked to compose dance to a song by violating to the rules to the vulgarity, he performed a dance before the Tallest Lord Vinayaka idol in Khairatabad for a long time to purify himself .

### **Respect to the Culture:**

By following the above explanation, it is known that the Art which people admire can console us in odd times and be a company when they are alone at the end solace to the soul. Even her husband requests him to marry Madhavi, Bala Krishna decides to sacrifice his love showing respect for the Institution marriage. Later he remained as bachelor and prays to God the prosperity of Madhavi.

### **Movies: Morals and Ethics:**

The similar situations themes are very rare and also it is hard to find them in majority of the movies. Most of the movies present day situations are based on the profit motto instead of conveying moral and ethical values. The discussions made in beginning of the paper indicate that the movie "*Sagarasangamam*" is totally based on morals and Ethics by balancing the tradition and culture which has been sustaining for a long time. It is the reason that even today the film stands the worthiest movie forever. It is because of the analysis and interpretation of the character Balu, a gifted dancer, penetrating deep into the different layers of mind as exhibited through different situations, the film acquired such name and fame among all types of audience. But the director right from the beginning made the role of Fate gainst Balu and continued till the end of the film where the bad luck in every phase of life, who in turn tries to keep the Art in him alive until the last breath.

### **Contrast to the Scenario: Diluting the culture:**

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In contrast to the above discussion, there is another movie Nuvvu Naku Nachav ( I Liked You) directed by K. ViayaBhasker which became a tremendous at that time with the help of Wizard of words Trivikram Srinivas. This movie which came a decade after the Sagarasangamam, we can find the diluting stage of culture and traditions. It is a rom-com that revolves around a girl name Nandini, whose marriage has been fixed with someone, but she unexpectedly fall in love with another guy Venkatesh. The film intertwines three themes of love, a father-son relation and a girl's marriage into the story to create a great film drama. The unfortunate thing is the relationship between father and son though very affectionate and sentimental at the end, for comedy sake the director executed the father role in a way that he is helping his son by providing some slips at the time of examination at the exam centre. In another theme the female protagonist Nandini who is already engaged with a handsome software professional in the name engagement, fell in love with the protagonist Venkatesh.

### **Sacred Relations: Diluting Process:**

This theme has the possibility to pollute the significance of Institution of marriage and giving wide room to the audience to get an opportunity to change their option even after the auspicious engagement. This theme influenced a lot and created a trend to the coming movies as well as real life situations. The two greatest relations are diluted for the sake of comedy and to elevate the heroism.

In the second film we can find the deteriorating the culture, custom and traditions which influence on the society . Cinema may be an entertainment but a big mass media. The general tendency of the people is to be inspired or tempted the things related to low level attitudes. Though we have eminent people with their calibre directed the people with this powerful media, some other utilising this platform to mint the money rather to serve the society.

### **Conclusion**

This study shows that opportunistic people utilising the immense power and attraction of cinema for their commercial purposes but not to play a key role in the development and acquisition of values, customs and culture. They are using ethnic wear but not executing the greatness of culture. Some of the countries in the world are trying and fulfilling to develop ideal colonies by this powerful mass media. A few like Turkey are struggling to find the people who are adept in executing the morals and ethics to motivate their people. We, in India so many talented and dynamic people are not in a position to utilise this media because this kind of movies or documents are penalised by the people and giving priority to the movies which tempt them on which are not useful. That is why I humbly appeal that to make use of media as a tool to educate, motivate, inspire and influence the people by transmitting the values, customs, culture etc., with the help of greatest literature or the greatest minds with colourful methods to the society.

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