Growing Popularity of South Indian Dubbed Movies on Hindi Movie Channels: An Analytical Study

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Abstract:
Dubbing of regional movies especially South Indian movies in Hindi language and its telecast on Hindi movie channels has been a recent development which needs to be understood for various good reasons. Many Tamil, Telugu, Kannada movies get dubbed into Hindi weekly for telecasting on Hindi Channels. The trend has provided resurgence to many regional language film industries and dubbing studios, popularity to the regional actors among Hindi speaking area which opened the door of Bollywood film industry for them. More so, dubbing regional movies into Hindi language has become a booming business. In addition to this, one of the most important aspects of dubbing the regional cinema in Hindi is the spreading of cultural features, traditions and values of different regions among the Hindi speaking population. Hence, the paper is an attempt to understand the various aspects of telecasting Hindi dubbed regional language movies especially South Indian movies on Hindi movie channels.

Key words: regional, cinema, dubbing, Hindi, resurgence, culture

I. INTRODUCTION

The dubbing industry of regional movies especially South Indian Movies has witnessed a tremendous growth in recent years. The dubbing trend in Indian entertainment industry started with the kids’ related program and the trend was extended to the dubbing of some Hollywood block buster movies in Hindi which enjoyed a great success in terms of popularity and acceptability among the Indian audience. Besides, the dubbing of these films had a huge potential to attract the market and generated enormous revenues which further motivated the market to explore fresh content. It is in this context that the search for various content for dubbing started. Although the trend is not new and some classical and top regional movies were dubbed in Hindi but the dubbing of South Indian movies started a decade ago by leading Hindi movie channels to reach to the market that was unexplored. The trend was then followed by a number of channels in the light of popularity among the audience.

Today, dubbing is a flourishing business in India with Hollywood films, animation films and regional content at the heart of it. All south Indian films, mostly Tamil, Telugu and Kannad dubbed into Hindi for the north Indian audiences. South India is the largest producer of films in India[1]. This wasn’t the case few years ago when only international content was dubbed for the Indian market. In India dubbing mostly happens in three Indian languages- Hindi, Tamil and Telugu. Spider-Man 3 was dubbed in Bhojpuri in addition to Hindi, Tamil and Telugu.

The Growing Popularity of South Indian Movies:

The popularity started gradually over few years ago with experimentation by all three stakeholders – Bollywood, broadcaster and viewer as stated by Dr. Chitra Rani (Filmmaker and academician at Delhi University). She is of the view “The viewer desperately wanted some fresh content as it was needed for 24x7 movies channels and audience was getting hungry for fresh content and audience was willing to experiment with dubbed movies. In addition to this, she added, “the production quality of south Indian movies has also been improved tremendously.

Most of the South Indian Movies are packaged in such a manner that it generally work very well with action proposition, they are a blend of Bollywood and high action martial arts and so they offer great action with exaggerated effects and appealing to the mass. As Dr. Chitra mentions” The South Indian Film makers don’t hesitate to experiment new things whether it is content or any technological aspects. There are varieties of movies which deals with many aspects of the society.

According to Vishnu Shanker (is a film critic and expert), ‘the fresh content, approach, style and faces are working in support of the dubbed movies on Hindi channels. The south Indian movies have a fixed formula to attract the audience by having lot of fighting scenes or romanticism but these movies touch the contemporary issues with lot of sense of humour and fantasy. He also highlights the opportunity available for many actors who get a platform
to survive after the ignorance from the Bollywood industry. These actors have mass base among the Hindi audience[2].

Vishnu is also of the view that the cost of acquisition also plays a major role here. He further adds, “If a channel can purchase entertainment at cheaper rates, then it will obviously go for it”[2]. Many people are having the same opinion. It is true that South Indian Movies are far cheaper than latest Hindi movies.

Neeraj Vyas, head — Hindi movies and music cluster of channels at Sony Pictures Network (SPN) India, says, “Hindi films, especially the newer ones, are losing the market for various reasons. For one, there seems to be no hook for the viewers even in the first airing, let alone repeats. Gone are days when the second, third and fourth airing of a popular movie would get us phenomenal ratings. Dubbed south Indian films, however, rate consistently.”

Many recording theatres and dubbing studios in Chennai which were shut down are back in business. The main reason for this is the low cost of production of Tamil movies as compared to Bollywood movies. It has also been analysed that those films which made it big in South India are being remade in Hindi because producers are sure of getting back their investment with a good profit. Hence, it also offers a chance to Tamil directors to make it big in Bollywood.

But Sangam Shukla (is a film critic and expert) has an interesting observation. “There are a number of 24x7 TV channels in Hindi which telecast only movies. These channels need at least two or three movies a day to cater to the requirement of the viewers. The number of Hindi films produced in north are not sufficient. Hence, they take interest in Tamil movies,” he says, adding that these movies play the role of fillers between conventional movies.

South Indian dubbed movies have been substantial space on Hindi Movies Channels especially during the prime time. It is also true that a lot of dubbed movies are frequently repeated on various channels. The trend of telecasting such movies in quantity and frequency is enough to understand the popularity and acceptance of the dubbed movies among the Hindi audience. It is also evident that dubbing of Hollywood movies for Hindi movie channels has been minimized by the South Indian Movies which is a massive change in the viewing pattern and habits of Hindi audience.

In addition to this, such acceptability and popularity of South Indian dubbed movies has also inspired the digital media to follow it and lot of dubbed South Indian Movies are being shown on you tube.

Review of Literature:

South India is the largest producer of films in India. All south Indian films mostly Tamil, Telugu and Kannada dubbed into Hindi language for the north Indian audience [1]. The Feature Story published in the website scroll.in, throws light on the popularity of South Indian films and its associated cultural rhythms with North India [2]. The research paper by Scholar Krisha Sankar describes the different aesthetics, themes, and stories of South Indian cinema as compared to Hindi cinema in the context of popularity. The paper also elaborates the unique characteristics of Female Body and Male Heroism in South Indian Cinema[3].

In an article published in India Together, 2014, by Shoma Chattregi has been mentioned that the South Indian film industry defines the four film cultures of South India as a single entity[5]. They are the Kannada, the Malayalam, the Tamil and the Telugu industries. She further elaborates about prominence and acceptance of dubbed South Indian cinema into Hindi and Bollywood films into Kannada and Tamil.[5], this article also focused on people who are working in the Kannada industry, their Language issues, common sentiment of north and south community.

The Book, on Tamil Cinema: The Cultural Politics of India's other Film Industry by Velayutham, S. (2008) primarily talks about Hindi cinema association of Tamil film industry. The book has also highlighted the economic factors of southern India and Bollywood in terms of annual output. The book examines the cultural, cinematic representations of Tamil cinema with critical approach and number of important themes such as gender, religion, class, caste, cinematic genre, the politics of identity and Diaspora[1]. Another research paper by Murthy C.S.H.N. 2012 links the South Indian Cinema’s wider social, political and cultural phenomena in Tamil and Indian society[4]. The paper talks about the significant contribution of dubbed cinema in cross-cultural connections between North and South[4]. The Article ‘Film industry in India: New horizons of Bollywood (2014), argued with Statically Revenue status of film industry, The South Indian film is the second largest contributor to the industry’s revenue after Bollywood, followed by the other language cinema industries such as Begali, Bhojpuri, Marathi and
Objective of the study

- To understand the telecast of South Indian movies on Hindi movie channels
- To highlight the popularity of regional stars among Hindi speaking area
- To find out the revival of dubbing industry
- To analyse the cultural impact of telecast of regional movies on Hindi movies Channels

II. RESEARCH METHODOLOGY

The survey was conducted among the students and staff members of department of Journalism and Mass Communication, Manipal University Jaipur, Rajasthan, India. Keeping the study objectives in view a questionnaire was developed for data collection. The questionnaire was administered through a Google form. Google form was distributed among Undergraduate students and staff members of department of Journalism and Mass Communication. Total respondents were 126 who responded to the survey correctly and completely.

III. ANALYSIS AND INTERPRETATION

The survey conducted among all the students and staff members of department of Journalism and Mass Communication, Manipal University Jaipur. A total of 126 students and staff members of department of Journalism and Mass Communication, Manipal University Jaipur responded to the study correctly and completely to establishes the fact that the popularity of South Indian Dubbed Movies has grown. The following chart and data clearly indicates how dubbed South Indian movies in Hindi have become a popular phenomenon and got a prominent place on Hindi movie channels.

Gender of the respondents:

Education of the respondents:
Age of the respondents:

- Less than 18 years: 4 (3.2%)
- Between 19 to 30: 110 (89%)
- Between 31 to 40: 7 (5.6%)
- Between 41 to 50: 2 (1.5%)
- More than 50: 0 (0%)

Occupation of the respondents:
QUESTION: Do you watch south Indian dubbed movies on Hindi movies channels?

- Yes: 55 (44%)
- No: 33 (26.4%)
- Sometimes: 41 (32.8%)
- Very Often: 6 (4.8%)

QUESTION: How frequently do you watch south Indian dubbed movies on Hindi movies channels?
QUESTION: Do you think these south Indian dubbed movies have an impact on the audience?

QUESTION: Is it a positive trend that brings entire nation closer?

QUESTION: Do you think dubbing south Indian movies is one of the most effective ways for spreading the culture?
QUESTION: Do you think dubbing south Indian movies have opened the gate of Bollywood for south Indian actors?

IV. CONCLUSION

The survey clearly indicate the popularity of the dubbed south Indian movies on Hindi movies channel. The trend was primarily started for entertainment and commercial aspects and had never realized the potential of having huge impact on society in many ways. Now this phenomenon has various positive impacts on all the stakeholders. One of the most important aspects of this development is the familiarity with many cultural aspects of southern part to the common citizen of north Indian society in real sense. The trend has expanded the cultural values, traditions, life style and various aspects of life on Hindi based audience which is indeed a positive and progressive aspect as far as Indian society is concerned. It is obvious that the cultural familiarity is one of the major aspects to remain connected emotionally and developing a sense of belongingness for each other. Along with the superstars of Hindi cinema, Mahesh Babu, Dhanush, Ravi Teja Tamanna, Soundarya are well known faces and popular stars among the people of Hindi region. The corporate sector recognizes the fact by signing these south India stars for Hindi movies and advertisements. On the other hand the Bollywood film industry doesn’t hesitate to make big budget films that has flavour of South Indian Culture like Chennai Express or Singham etc as the Hindi audience is used to watch such characters, scenes. Apart from various perspectives and significance of the dubbing trend of South Indian movies in Hindi and their growing telecasting on Hindi Movies Channels in the light of popularity and acceptability among Hindi audience, it is true that India has come closer culturally like never before.
REFERENCES


