Star as Genre: Actors and their Externalities in Popular Tamil Cinema

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Tamil Cinema industry
located in the southern
state of Tamil Nadu
manufactures magnetic
star personas buttressed
by an exceptional fandom
culture.

Nexus between cinema and politics: Tamil stars are not just mere entertainment figures; film actors participate in the state's electoral politics since the 1950s.

While the traditional cinematic apparatus invites suspension of disbelief, the star genres thrive on the audience's external knowledge of the star, his/her stature and its operation in a given narrative.

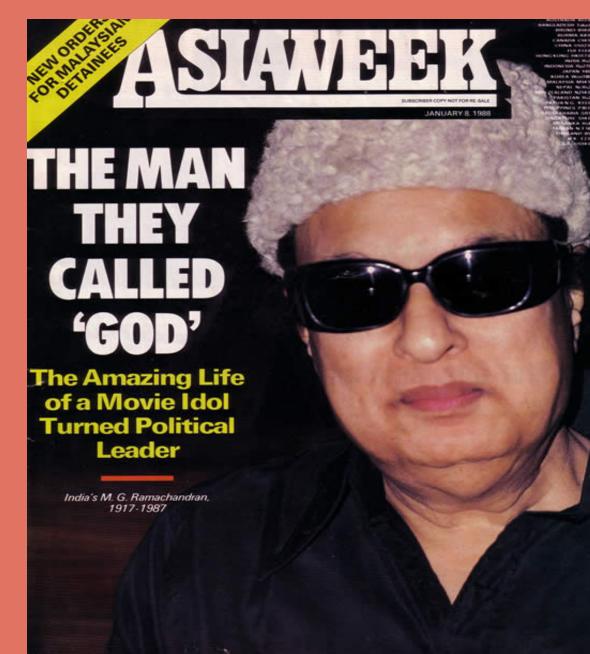




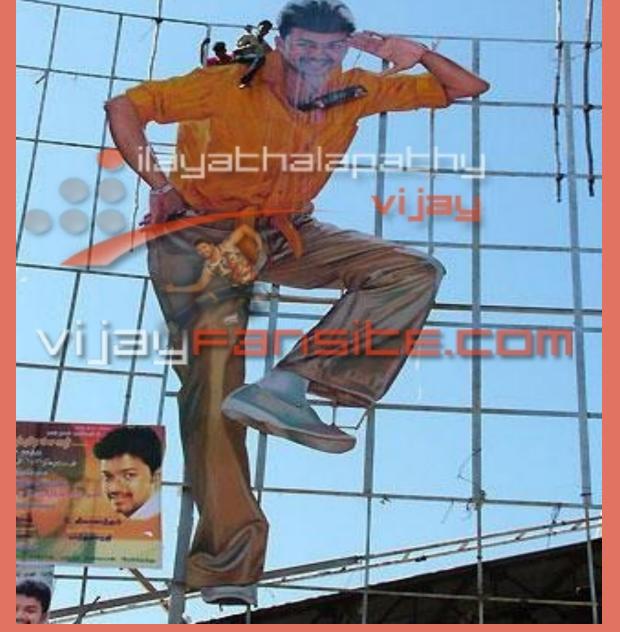














Star Genre: A set of films have emerged as a specific 'sub-genre', or a specific 'mode', within the Tamil popular cinema where the male actor who plays the alpha male, is deified and framed as a star.

The star image and the narrative image are collapsible. Some of the generic elements of star films: Introduction scene and song; Punch dialogues; Star masculinity and star intertexts.

The research study diagnoses star-oriented cinema in terms of genre modality, cinematic populism, mythification, identification, spectacles, discursive patriarchy and fan-based spectatorship.