

# 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.



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.

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.



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.

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.



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

