
A STUDY ON THE PORTRAYAL OF FAMILY STRUCTURE AND VALUES IN TELUGU FILM SHATHAMANAM BHAVATHI – 2017

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Abstract: Films are a very powerful weapon of communication, as they have a large impact on the society. And this influence of films in our society is Bi-Directional as society reflects in films and in turn films influence society, which is a thread reflection of both. Keeping aside the negatives of film industry like masala movies and item songs for a moment, we need to take in to account the good movies with positive content and messages for the audience. Such good movies definitely influence even the illiterates, were they have stood for betterment of society in various aspects. The present study is in Telugu film – Shathamanam Bhavathi 2017 which has won national award in the category of “Best wholesome entertainment award”. Directed by “vegesna sathish” it gave a clear picture and understanding about relationships, the concept of love in a broadly accepted manner, and our culture like celebration of festivals. Here, the researcher is decoding the film content through qualitative content analysis method. The scope of the study is relevant and the review of literature shows comparatively less research done on this movie and regarding such content or area.

Keywords: Telugu Film, Shathamanam Bhavathi, Relationships, Family Structure, Values, National Award, Positive Content.

Introduction: A film is considered to be an important form of art, a source of popular entertainment, and a powerful medium for educating or indoctrinating citizens. The visual basis of film gives it a universal power of communication. Films in India have stood for various causes and with good content have educated the netizens. We have had movies on women empowerment, helped to break notions of dowry, digest women re-marriage, break mindless superstitious beliefs, good understanding about the Urban and Rural, get out of cluster of caste. India which is producing closer to 1600 films at present in various languages and where Telugu feature films are the third highest in number (280 in the country), the films are criticized for the glorification of violence, its potentially negative treatment of women, masala movies, item songs, using pop culture conventional appearances, Sexually explicit content, Highlighting the materialistic life and other aspects.

But, even in the present generation cinemas, we need to keep aside the negatives of the film industry and look in to the good movies, their content and the message for the audience just as a few years ago. Human beings running along with time, at a fast pace in this 20th century lack relationship or family values, ethics, principles, emotions, in life. And their comes the director “Vegesna sathish” giving a good message to the youth through his movie “Shathamanam bhavathi 2017” on (14th January), which has won National award for the category of “Best wholesome entertainment award”.

To know about how the director has given clue’s about the changing relationship values and the solution to it, the present study is conducted.

Review of Literature: The relatively sparse research in the “Portrayal of family structure and its importance, values” in films has raised the need for further research. The various factors that affect the present day family relationships are Migration, Time constraints, Attitude’s and what and what not. This makes some of the film makers concentrate on this area and make some valuable or worth watching movies. Henceforth the researcher makes an effort here to find out the problems and solutions that the

director of this movie gives for the younger generation. However there is one case study which is on the similar lines though there isn't any research on this area, that is "The effects of migration on Family relationships: Case studies by, Author : Julia Bucher Maluschke, Maria De Fatima Gondim, Janari Da Silva Pedroso".

Objectives:

To examine the portrayal of a family structure, values and ethics in life, through this film.

To know the faces of culture which are a part of life.

To know how the faces of culture affects the life style of individuals.

Methodology: Curiosity rules the present world. Efforts to find answers for the questions is also a major concern right now. There are numerous ways to find solutions, but the researcher here has hopefully chosen the most suitable procedure to derive at the conclusion. The researcher has considered the quality of the content and henceforth is using qualitative content analysis approach to study. The research is also done with the help of secondary data from books, journals, articles, newspapers, research papers and magazines. The collection of data is by content analysis approach towards the content is on the grounds of Dialogues, actions and their meanings, the story line, plot, lighting, lyrics of the songs. The collected data is analyzed using semiotics.

Data Analysis: * SHATHAMANAM BHAVATHI: The movie is about a old couple who live with their grandson, yearn for the love of their children who live abroad and hardly visit them. The old man hatches a plan to make their children come home. And the story begins their showing the importance of a family structure, life values and so on.

Data Collection:

OBSERVATIONS and DESCRIPTIONS:

Dialogue's - Give the intensity of the picture. Two important scenes considered: 1.) were the old man is pressurized by his wife to invite the children for the festival this year at least. And the old man's reply which says children are not relatives to be invited and also that since years the invitations sent so far have no positive reply. 2.) when the old man hatched a plan (about he giving a divorce to his wife and that the children need to come to India and decide who is going take whom among their parents along with them after the separation) comes to light at the climax - the old man reveals the fact and says : even if you come yearly once to visit us, we maximum live for another 5 or 10 years, hence we get to meet you people for the rest of our life only 5 to 10 times. This scene speaks about the intensity of most of the present generation parents situation and their feelings.

Plot - The entire movie is shot in the village called "Athreya puram" near Godavari in Andhra Pradesh. Irrespective of rural and urban factors, the values and ethics of life are missing in 21st century. And therefore the director has shot the movie in a village to say if the condition is so miserable in the rural areas itself, then the audience can assume the condition of the present broken family structure values and how the nuclear families these days live a mechanical life. (A Scene in the film showcases the grandson of the old man ensures the cell phone signals and television telecasts are all cut for a few days , so through it the family gets to spend time for their family other than living in different world's sub-consciously though living at same place physically).

Story line - The story is structured in a very influential manner. Right from the first scene where the children are careless about their parents and until they learn a lesson and the grandson whose love towards the foreign returned daughter of his dad's sister is accepted by all and the family is happy and gets a chance to decide to meet very often for the rest of the life, depicts the story of every house and family in our society today. The celebration of cultural festivals like "Sankranti" and "Ugadi", are shown as really important in bringing a family together for a while, and this is used by the director effectively, and it makes the audience realize the importance of get together and their cultural values that can add up as a pinch of happiness.

Actions And Their Meaning - Depict the same as what stage the society is in the present. The old couple show how they yearn for the love of children and their pain. The children show what is negligence and its true meaning, and what is its effect is. The grandson and his actions tell the audience what is the change required in the young generation now. And the love between the grandson and the lead actress tells us that love is not just the couples love, but love in its purest sense with every relationship (Parents, relatives, friends and etc...) is seen when the guy chooses to give up his love for the sake of receiving family's love and giving them happiness.

Lighting - The entire film was shot in broad day light mostly, but the director has used number of colors through properties to signify the Vibrance of culture faces.

Lyrics - Every song has its equal share of importance in the film. There are 5 songs and all the 5 have grabbed the attention of listeners. 2 important songs that gave a message were: "Mellaga thallarindo ila" giving us the picture about the beautiful village life and how its transformed now, also about the village and the old parents missing their children, and also that the village is welcoming the children back home and they are taken to flash back as to how their days were in the childhood there. "Hailo haillassare" speaking about the importance of sankranti festival as a whole.

Data Analysis: Analysis of data refers to seeing the data in the light of research questions and the prevailing theories and drawing conclusions. This analysis is done with the help of semiotics. Semiotics can translate a picture from an image in to words. The Swiss linguist Ferdinand de Saussure (1857-1913) is the founder of "semiology" and the American philosopher Charles sanders pierce (1839-1914) is the founder of "semiotics". Both the sciences are involved in how to interpret signs. Saussure has explained that a sign was not only sounds and images, but also a concept. He divided the sign in to two components. 1.) Signifier (sound image). 2.) Signified (concept). Signifier can be seen, heard, touched, smelled, or tasted. Signified as the mental concept. The researcher choosed Ferdinand de saussure method to interpret signs. As the researcher here is studying "MOVIE" which is the art form, therefore semiotic analysis is the right tool for the study.

Signs:

Signifier :	Signified :
(Sound image)	(Concept)
1.) Divorce (the word used).	It is bad. People also presume that it is the end of the family life.
2.) Cry or weeping.	Pain.
3.) Village. (Plot)	Beautiful place. (were values are more and etc is the assumption). Unfortunately, it is not. And the solution for it is given in the film.
4.) Hatching a plan.	The Helpless situation and hence forth it is a preparation for a solution.
5.) Old couple.	Emotions.
6.) Village food, (like karapu atukulu , m urukul, putha rekulu which athreya puram is famous for) .	Traditional, tasty, no were comparable to western food.
7.) Culture.	Celebration of festivals, performing rituals, Bring joy, happiness, Time for get together.
8.) Emotions.	Fights, anger, mis-understandings, Affect values, understanding, adjustme nt, principles.

9.) Addressing of people, care (with pet names, relationships).	Showcase - affection, love, attention.
10.) Family structure.	Where adjustment is there, love, care, affection is sufficient enough there, values and principles play a major role, And that it is the foundation for any family's happiness.
11.) Ethics.	Never give up on values, following a structure, authority and etc for betterment.
12.) Time.	Change, fast, Difference.

Findings:

The film portrays - "Family structure" as the foundation for happy survival. Through the concept of divorce between the old people, it showed how the rest of the family is going to collapse with its relationships. It showed the intensity of the present generation having no concern towards visiting their parents at least yearly once during festivals if they are settled away from parents and that will further tell us about the importance of family structure in order to live with values, ethics in life.

It also showed how important the culture faces like celebrations of festivals are in order to bring together a family after a long time, and also the value that children should cultivate to about never forgetting their roots and its follow up. They also bring happiness, joy, teach us a few lessons which are necessary in the course of leading life.

Sankranti: *Significance:* The other name is "Magha mela". The worship of sun, so that every individual gets brighter in life just like sun. Harvest begins today with new zeal and farmers celebrate to have a good yield of crops.

Celebrations:

- 1.) Kite flying - signifies healthy competition and the ups and downs of life.
- 2.) Bonfires - that burn the bad in the past of people life and signifies the new beginning.
- 3.) Fair - signifies joy, happiness, the importance of mingling with people around and care and concern towards the people we are living along with in the society.
- 4.) Surya pooja in the river Godavari - signifies and help people grow brighter as the sun in life.
- 5.) Feast - brings people together for various pooja and also get the benefit of it in its real sense.
- 6.) Arts and dance - Gobillu and the performance for goddess alamalumanga is beautiful and speaks about the importance of gobillu. Its the cow dung which is round in shape and kept on the rangoli, it signifies that the bad is all removed from home.
- 7.) The sound of drums is made to bless people that they hear only the good hereafter and fill their life with enthusiasm always.
- 8.) Ox's the animal that helps farmers most of the times is brought in the street by all the farmers and are decorated and worshipped for having helping the farmers in the daily course, this is kind of showing gratitude. Its a value that we all learn in life. (Gratitude is the best attitude)
- 9.) The hen fight - for entertainment and also most of us do not know that it tell us or shows that the best one deserves the best in the society and signifies healthy competition is always good to praise the talented.

Ugadi: *Significance :* Ugadi is not celebrated as a festival in the film, but just a mention of it is done. Where it is to be believed that "ugadi" begins the seasons and it is considered as a new year by telugu people and a few more people. It is said that the kaliyuga began on this particular day (Luni solar) and during that season and therefore it is considered as a new year by telugu people.

Celebrations: It is also called as "Vatsara Arambha". Ugadi pachadi, visiting temples, the beginning of new age again - hence a feast, Kavula sammelanam. The values that we learn from this festival is with help of ugadi pachadi which tastes - sweet, sour, spicy, as it is made with jaggery, raw tamarind, neem flowers, raw mangoes - which reminds us that life has to be a mixture of all these feelings, and henceforth shape yourself and live in tolerance. Gifts are exchanged and it tells us to give and take

happiness from each others. An oil bath is taken by people to remove the bad within the individual and live in peace and harmony. Just like the colours in rangoli, people are expected to light up the life with vibrance.

- when the old people hatch a plan to teach a lesson to their children and their negligence, we understand that a proper family structure would always run in a right path. If the base is not strong that building collapses. The old man also gives the explanation in the climax that if his children who lead life in a village and with parents change so much, then about their grand children who are born with electronic gadgets, what are the values that they would consist off.
- Film also shows “sacrifice as the most important value that any individual has to carry forward with in life”.
- The migration effects on families, specifically on emotional bonds and mental health and its effects are clearly picturized in the film content and the director has related it to the present context in the villages and also has given a right solution to it by telling a right family structure and the values that individual carry in life are important and also help in bringing a change.

Conclusion: Indian Family structure has transformed from Joint Family to Nuclear families, and has its own pros and cons. But the movie tells us that, For the survival of an individual - with ultimate happiness in life , The family structure that which is respectable , the values that the family teaches to its children, the advices that culture faces give, the ethics that an individual will learn and follow towards their relationships play a primary and major role. A strong foundation for a building never lets it collapse. The same with the family. This study can be further expended with the impact aspect that as to how many people who watched this movie have been influenced by the content that it has. Example the people who watched “Bangarada manushya” in kannada went back to visit their families and the place of their birth.

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