



Xavier University Bhubaneswar
University Dialogue Series (UDS)

Date: 27 April 2018

Time: 03.00 pm

Venue: Class Room 129

Feature Film Direction Through Television Reality Show: A Study

Speaker:

Dr. V. Vijay Kumar

Xavier School of Communication
Xavier University Bhubaneswar

Feature films are the most popular entertainment art form in India. Tamilnadu is one of the biggest players in film production. Till the arrival of the reality talent hunt shows, the Tamil television programming has largely relied on the film-based content. The reality talent hunt show features ordinary 'non-newsworthy' person as contestants and it is an alternative for traditional fictional programming. *Naalaya Iyakunar*, (The future director), is an award-winning Tamil reality talent hunt show for budding filmmakers which was telecast on Kalaignar TV from 2010 to 2016, which has successfully completed five seasons. It is a hybrid genre which blends the fiction - storytelling with non-fiction programme packaging; a contemporary version of the short film on TV i.e made for television movie with a reality show feel to it.

More than two dozen *Naalaya Iyakunar* contestants have stepped-into Tamil film industry as filmmakers, more than a hundred technicians, craftsmen, and actors are introduced through this show. These young finds with their choice of theme, unusual way of storytelling, creative performances, and fine narrated films have made a big bang, and hence the *Naalaya Iyakunar* show has changed the face of filmmaking in Tamil and it has become a 'cult' brand in Tamil cinema and *Naalaya Iyakunar* contestant-turned filmmakers had become the brand ambassadors of the show.

This research explores the genesis of the show; its format; elements; the contestants; their works; extension of their work on silver screen; their success rate as feature filmmakers; and the factor related to the success of the show. This work is an exploratory research utilizing open-ended semi-structured in-depth interview with the creative producers, technicians, executives and other stakeholders. The finding of the study reveals the contribution of the *Naalaya Iyakunar* show to the dynamic and ever-growing entertainment television and its impact on the industry and related stakeholders.

Faculty Coordinator: Prof. Kalpana Sahoo and Satyendra Nath Mishra

Administrative Coordinator: Jayanta Kumar Das

Email: uds@xub.edu.in; Internal Phone: 7835 / 7752 / 7794

Phones: +91 674 2377700; Fax: +91 674 2300995



Xavier University Bhubaneswar
University Dialogue Series (UDS)

Date: 27 April 2018

Time: 03.00 pm

Venue: Class Room 129

Keywords: Reality Show, Tamil Reality Talent Hunt Show, Short Films, *Naalaya Iyakunar*, Exploratory Research.

Faculty Coordinator: Prof. Kalpana Sahoo and Satyendra Nath Mishra

Administrative Coordinator: Jayanta Kumar Das

Email: uds@xub.edu.in; Internal Phone: 7835 / 7752 / 7794

Phones: +91 674 2377700; Fax: +91 674 2300995