



Cover Page



DOI: <http://ijmer.in.doi./2022/11.05.67>

A STUDY OF S S RAJAMOULI FILMS & EMOTIONS

¹D.V.S.S.N.S. Sama and ²Dr.Challa Rama Krishna

¹Research Scholar and ²Professor

^{1&2}Department of Journalism

Andhra University

Visakhapatnam, Andhra Pradesh, India

Abstract

Telugu Cinema has reached Himalayan heights. Telugu Cinema is getting accolades from prominent personalities. Prime Minister also praised Telugu Film industry for its creative prowess. It is a happiest thing for all Telugus. Telugu film industry has been creating new trends for the last two decades. Some of the directors are being recognized as trend setters. Adventurous Producers, Directors with creative ideas, talented star cast, and technical values were mainstay in the success of Telugu Cinema. Many of the movies for which eminent director Rajamouli wielded his megaphone were cherished and acclaimed by worldwide audience. Story, screenplay, depiction of emotions is director's forte. Desire to project them in his films is visible in Rajamouli. Rajamouli presented an imagination like 'Magadheera', wonderful movie like 'Eega', Chandamama story like Bahubali. He created an indelible mark on the cinema poster as well as in audience hearts. Results of technical expertise are visible on screen. His films are mixed with emotions and good story to create a greater enjoyment to the audience. This makes them to await his every film.

Keywords: Creativity, Excitement, Indelible Mark, Emotions.

1. Introduction

There has been an all-round development of arts in human life with the ever-lasting change in the growth of civilisation. It is a known fact that arts have not just helped in bringing about a change in the society but also turned into a means of entertainment. In this regard, cinema has turned into a catalyst in the evolution and development of science. Though it has been a creation of science, cinema has turned out to be a conglomeration of all arts, including music, literature, dance, mime, thereby making it a medium of all hues and a visual representation of expression.

Though being a part of Indian cinema with its origin in 1930, Telugu Cinema had evolved and rose to new heights with the concerted efforts of many technical experts, great artistes and many others. Though several successful Telugu movies had been made right from Bhakta Prahlada to Bahubali, there are only a few which reached the pinnacle of glory. Just as a big tree faces several vicissitudes in its evolution, a good screenplay evolving into an epic cinema depends only on one person, the director, who has to mould the characters and get all the departments to work in tandem to touch the heart-strings of the audience. He is a virtual charioteer who leads the cinema to ultimate success. The zeal and determination of several successful directors has been reflected on the silver screen right from B.N. Reddy down to the latest young and dynamic directors who left a lasting impression on the audience through the decades. The role of a director in taking the Telugu cinema from regional to national and to international level by crossing the boundaries has clearly been defined in no uncertain terms. Rajamouli has etched a name for himself in the annals of Telugu cinema history as a successful director by bringing about just 11 movies. It is a matter of great pleasure to analyse the craftsmanship of Rajamouli in bringing about a new story and technique in each of his movies. It is noteworthy that he has ushered in a uniqueness in his style even to picturise fictitious and mythological characters with great aplomb to gain international fame. Right from Student No. 1 to Bahubali, each and every film of Rajamouli was a box office hit that went on to prove his creativity at its best.

2. Heroes Values – Director's ideas

The story in Indian cinema, especially Telugu cinema revolves round the main character, the hero. In fact, the market value of Teugu cinema is dependent on the image of the hero. Many stories have been culled out based on that formula. This has been the regular format of Telugu cinema. A strong character is found in heroes of all the 11 movies that Rajamouli has directed.

In a way, all his heroes portray emotions to their peak. Whether it be valour, anger, revolution or idealistic, all emotions are imbedded in his heroes which lead the story. The hero of Student No. 1 is an idealist who wants to pursue the career of a lawyer. Though facing unfavourable circumstances that lead to his imprisonment, he has a strong will to pursue his ambition. At one time, he displays his anxiety while facing his distractors. A mixture of anxiety and deep thoughts are portrayed in the otherwise cool character. The Telugu audience usually enjoy and revere the zeal of the hero. Banking on this element the director has infused in it in the heroes of his films. This no doubts reflects in the dialogues of his heroes so that the audience see themselves in the characters. In his second film Simhadri, the hero pines for the society as much he loves his own family and is very emotional. The hero kills all his distractors with an axe-like



Cover Page



DOI: <http://ijmer.in.doi./2022/11.05.67>

weapon. The hero resembles the mythological character of Parasu Rama. Even the songs sung by the hero Simhadri have a mass appeal. The character is beautifully portrayed as being simply innocent. The director's efforts at displaying heroism and valour in the character of budding Junior NTR has proved to be very fruitful.

It is not an easy task to cater to the likes of youthful audience. Love stories usually have a mass appeal which touch the heart strings of the youth. To build a character who is a sportsman with heroism is done in the film Sy which is purely based on Rugby. The hero's character is successfully brought out in the film.

The animosity between step-brothers is beautifully portrayed to cater to the mass appeal in the film Chatrapati with sea as the backdrop. Just as the sea surges up, so do the emotions of the hero in the film.

The idealism of a police officer is brought out by the director by embedding it in a mellow streak. There can be duality in a character, but seriousness on one side and mischievousness on the other are ably displayed by the director in the characters of Atili Sattibabu and Vikram Singh Rathod.

The directors of yesteryears had largely depended on the character of Yamadharmaraju in socio-fantasies and the director has portrayed the young hero as young Yama. This goes to prove that mythological characters still have a large appeal.

Magadheera was a sensational film in the history of Telugu cinema which took the image of the hero to pinnacle of glory with a story of rebirth of an ordinary youth into Kalabhairava in the next birth. It goes to the credit of the director in turning the fortunes of hero Ram Charan in this film through the screenplay. The worth of the director is clearly visible in the picturisation of love scenes and the war scenes.

After a sensational success, the greatness of the director can be seen in making a soap opera hero Nani remain in the background and running the whole movie with an Iga (housefly) as the principal character. This has proved that a director need not solely depend on the image of the hero for the success of a film.

There are certain formulae for the characterisation of a hero in Telugu cinema by showing him above all characters with a deep sense of perseverance and cleverness. But the hero in the film Maryadaramannais made out to be a coward.

3. Role creation and design

The characters of a film have to be etched in the minds of the audience for the success of a film. If one still remembers directors of yesteryears, it is because of the characters that they have brought to life. The characters of Sankara Sastry, Sambaiah, Madhavudu, and Meenakshi in director Viswanath's films have remained in the hearts of Telugu people world-over.

Rajamouli has also created characters which are deeply etched in the minds of the audience. Right from Student No. 1 to Bahubali-II, some characters have been brought out with much aplomb. Every movement of the characters in Simhadri, Vikram Rathod, Magadheera and Bahubali have had great impact and brought the actors name and fame. Mostly, youth are the main benefactors of films and hence the characters of Nithin and Rajiv in the film Sy are based on students with sports as the main theme.

Bahubali has captured the minds of the audience globally and the writer has left nothing to imagination by bringing the characters alive and making the audience remember them forever. The characters performed by Prabhas, Rana, Tamanna, Ramykrishna, Nazar and Satyadev in Bahubali are so dominant that even if you see them in any other character, they keep reminding us of their role in Bahubali. Such is the virtuosity of the director. The stars in Rajamouli's films keep haunting us even in our dreams.

The music in the films right from Student No. 1 to the latest RRR, has remained indelible in the minds of the audience. Whether it be a fast song, folk song or a mellow one, Kiravani's music has had global impact. And lyricists Chandra Bose, Sirivennela, Veturi, Bhuvana Chandra and Anant Sriram have showered their prowess through their pen.

Screenplay is very important for the success of a film. The stories in the mind of Rajamouli's father Vijayendra Prasad have 100 per cent helped the director in making his films a success story by displaying his creativity.



Cover Page



DOI: <http://ijmer.in.doi./2022/11.05.67>

Rajamouli's socio-fantasies like Yamadonga have left an impact thanks to the efforts of costume designer Rama Rajamouli, who showed her prowess in designing. The costumes used in films like Magadheera and Bahubali have taken us back to a different world altogether. Rama Rajamouli's would remain as a trend-setter for future generations.

4. Team spirit

Direction mainly depends on team spirit. It is possible only when all the departments work in tandem. Tens of writers, technicians and assistant directors are made to work together by the director to make the film a success. This team performs from behind the scenes. It can be told beyond doubt that the success behind Rajamouli's films is his team spirit. So also is the music for the films which is set by none other than the great MM Kiravani. His music is a veritable mix of classical, traditional and western styles. Post and pre-production effects are very important for the success of a film. Rajamouli's films have great production values including a strict regimen of discipline. Bahubali was a success mainly because of the costume designs done by Kiravani's wife Valli. Ratnam's dialogues have taken the film to new heights.

5. Comparison with contemporary directors – difference of style

Rajamouli's journey as a director has touched a milestone of two decades. Telugu cinema has made new strides in the new millennium and the upcoming directors look at Rajamouli as an inspiration though goal is the same, to gain the admiration of the viewers and each has his own style of doing it. Rajamouli's contemporaries like Trivikram, VV Vinayak, Puri Jagannath, Boyapati Srinivas and Sukumar have all started their career as directors at the same time. Their films have all the elements of mass appeal, entertainment and action. It can be said that Telugu cinema has gained market value and a creative and healthy competition has emerged among the contemporary directors. This has necessitated the directors to forge a creative edge among themselves to stay in the limelight. There are similarities between Rajamouli and his contemporaries. Directors Vinayak, Boyapati, Puri and Sukumar have a formula in delineating the story by hiding the past and creating a suspense among the viewers. Rajamouli has also followed the same formula. Similarly, all have followed the formula of making their main character having a strong focus. While there is comic element in the characterisation by Trivikram and Puri, it is absent in Rajamouli's characters. However, Rajamouli is modest enough to give credit to his contemporaries wherever it is due like for instance Puri's penchant for completing the film in a short time. He also accepts the success of films like Arjun Reddy directed by Silesh Krish. His contemporaries attribute his success to being a workaholic and hence admire him to be Jakkanna.

6. Pride of Indian Cinema

Director Rajamouli is a boon to Indian cinema who has hoisted the Telugu pride globally and given it a pan India outlook. Many critics and analysts have described Telugu cinema's growth rate from Bhakta Prahlada to Bahubali. The popularity of films Magadhira, Bahubali and Iga has risen globally improving the market value for Telugu cinema. A director needs special creative skills to make films like technically efficient Magadheera, an ordinary movie like Maryada Ramanna and a remarkable film like Bahubali in which the characters connect with viewers of several generations. It focusses on the artistic bent of mind of the director. A story which has been divided into two parts has achieved global recognition and the story of a boy from Godavari River banks has crossed continents. Rajamouli is the only commercial film director who has been conferred with the national Padma award which was hitherto received by directors of art films. He is a Telugu film director who has made the people feel proud of him.

7. Literary glory

Though there is no hard and fast rule that a director should have high literary taste, an awareness of good music, literary taste and writing skills will go a long way in the success of a film. The songs in Rajamouli's films have a high standard of literary value as he had selected efficient lyricists for all his films. In his first film, he recalls the memories of student through a song, which turned to be a valedictory song in every educational institution. The literary prowess of lyricists like Chandra Bose, Sirivennela, Ananta Sriram, Vennelakanti and Bhuvana Chandra has been fully utilised by Rajamouli in his films. All genre of a lyric is clearly visible in the songs utilised by Rajamouli. Many mellifluous tunes have been adapted to enhance the literary glory of the films.

8. Screenplay values

Screenplay and characters are like the two horses of a chariot (story) gallops. All do not understand the value of screenplay like Rajamouli did. This can be gauged by the fact that Bhumika stabs NTR in the film Simhadri, which nobody would have expected. The character of Attili Sattibabu entering the character of the police officer in Maryada Ramanna could never have been imagined by anybody. The scenes in Magadheera and Chatrapati are also examples of best screenplay. The screenplay of Bahubali is based on dharmas. Building up a rapport in a film with viewer and make him wait for its sequel is not an easy affair. It goes to Rajamouli's credit that he made everybody wait for the sequel of Bahubali. He is said to work on the screenplay of every movie for months.



Cover Page



DOI: <http://ijmer.in.doi./2022/11.05.67>

9. Filming of emotions

Emotions should be part of the story and lead it to the forefront. Screenplay should enliven the values which is possible only by the dexterity of the director. Cinema gets life only through emotions. Viewers of all ages respond to the emotions of the characters. NTR in Student No. 1 is a mild character but gets aggressive when his rivals tease him. The characters in Simhadri and Chatrapati are aggressive right from the beginning. Mass hero has to emote to make the viewers exited. Sy is a movie of the youth and has all the ingredients of aggressiveness. Rajamouli has captured the hearts of the youth throughout the movie. Maryadaramanna outlines the human tendency of cowardice and Yamadonga is an outright fantasy.

Both parts of Bahubali are expression of human emotions enhancing the liveliness of the movie.

10. Story values

The greatness of the director lies in the storyline. The success of recent movies like Drusyam and Drusyam-2 is their strong storyline. The twists and turns in Rajamouli's films are a direct result of their strong story. The story of Simhadri takes us from Kerala to the banks of river Godavari. Though film Vikramarka starts on a humourous note, it suddenly turns into serious overtones. The story of Chatrapati is serious right from the beginning. Sports-oriented films are liked by only a section of the audience, but Rajamouli added commercial element to bring out Sy, which keeps the viewers thoroughly engrossed till the end. Vijayendra Prasad's stories enliven the spirit of Rajamouli's films. Bahubali has been picturised to make Indian film industry proud. Though the director claimed that his inspiration was Mahabharata and Amara Chitra Kathas, it beats the likes of Hollywood movies and the good old mythological films. While the adage is that any story has to find its logical conclusion, Rajamouli's stories find their way into the hearts of the audience.

Film Iga (housefly) has a beautiful song which reaches out to youngsters. The emotions and the revenge of the protagonist fly are beautifully brought out in the song and throughout the film.

11. Songs and melody

Songs and background music add to the visual treat of the films turning them into a feast to the ears. One is reminded of famous director Bapu when we think of picturisation of songs and the high value of the lyrics. The movie catches our eye only when the songs are melodious. Music directors like Ilaya Raja, KV Mahadevan and Chakravarthi have immortalised songs through their music. When compared to music of yesteryears, now it has gained in technical aspects with the import of electronic instruments from western countries. Added to that is the rich lyrical value being penned by the present-day lyricists. Kiravani has been the music director for all the films directed by Rajamouli, both with a class and mass appeal and thereby leaving a lasting impression on the minds of the audience. The import of songs has always worked as a lullaby to us to make us sleep. Senior lyricists like Sirivennala, Veturi and youngsters like Chandra ose, Ramajogaiah, Ananta sriram, Vennaganti, Bhuvana Chandra and Jonnavithhula have made the silver screen bright with their lilting lyrics. Love, affection, amour, kindness, tragedy and all emotions have been explicitly brought out in the movies through their lyrics. Films like Chatrapati and Sy had wonderful songs. Bahubali took us to the ultimate in music.

12. Richness on screen

Heart always yearns to look at beautiful things like the flowing waterfalls. The efforts of several people goes into the making of a film into a visual treat. Storyline, music, dance, songs and dialogues form the crux of a film to make us remember it forever. Directors like Rajamouli have added to the glory of the films on the silver screen. He has added a new dimension to film-making in Yamadonga, Magadhira and other superhits with gorgeous settings. Seeing Bahubali was like visiting the past in a time machine. Two songs picturised on a swan boat, magnificent palaces, huge arches, ancient ornaments and the mighty wars fought on ground, though being graphics, are highlights of the film which enthralled the audience.

13. Creation of interest in audience

Every film should have an aim with no room for boredom or pauses. A suspense has to be maintained among the viewers at the time of interval as what is in store in theⁱⁱsecond half of the film and there should be a feeling of anxiousness about the twists and the turns the storyline takes. Rajamouli always keeps the viewers guessing as to what is in store in the film that he is making till it is released. This feeling he has developed among the viewers not all of a sudden but through all his films. He has the knack of entwining the past with the present in his films which is a unique feature of its own kind. Though it is impossible to keep the same momentum in every film, Rajamouli has been doing just that with his creative zeal.

14. Technical Values

Technical values play a crucial role in introducing a cinema to the audience. Cinema developed due to the technological development. Between 1930 to 2022 technology developed leaps and bounds. As the society developed by cherishing fruits of



Cover Page



DOI: <http://ijmer.in.doi./2022/11.05.67>

technological development, Indian film industry also shared those fruits. Old generation directors used their genius to produce great movies. Directors like B. Vithala Charya are known for their creativity.

Rajamouli's movies are known for technical values. They are a blend of good story and technical values in his earlier movies we rarely find technical values. But as he moved further movies like 'Yama Donga', 'Magadheera', 'Eega', 'Bahubali' are interspersed with technical values, that made these movies wonderful creations.

In 'Yama Donga' film senior NTR was shown along with Junior NTR. That made a spectacle to the older generation of spectators. Internationally acclaimed 'Bahubali' is a technical gift to the audience. As the story progresses visual effects also rise to the occasion. This movie creates a make belief world by showing picturesque fountains, big temples, beautiful palaces all make audience as if they are in that kingdom.

All these were built in Ramoji Film City's creative studio. VFX shades were used for it. Annapurna Studio was used for digital feed colour mixing and audio editing.

Technical aspects reached maximum level with production of Eega and Magadheera. Rajamouli took utmost care in writing screenplay. Film unit also shown same interest in adding technical values. Joint effort of visual effects and animation is visible on the screen. Effort of Senthil Kumar, Kamal Kannan has entertained spectators. 'Eega' is first Indian movie which has used computer graphics and visual for 90 minutes.

Kamal Kannan has shown his mettle in 'Magadheera'. He has used about 100 minutes special effects in the movie. CG phase was used in 3000 frames. 3D stadium was aptly designed to depict Indian grace and splendor. Technical values in Rajamouli's films are gift to the present generation.

15 Influence

Many things influenced to make Rajamouli such a great director and pride of India. Rajamouli was an avid reader of stories in his childhood. He used to narrate them in an innovative way. That made him a good story teller. He is very much interested in presentation of a story rather than its creation. He is inspired by legends, bible stories and stories for his films were drawn from them. He would like to be a good story teller. After narrating a story, he observes its impact on the audience. He tried to use western stories and imitate them to suit the Indian milieu. He believes that creativity has certain limitations. He agrees that all creative values cannot be shown on screen. 'Stories told by my father are an inspiration to me' said Rajamouli in an interview.

Along with his own talent he has fully utilized the strengths of film unit in his success as a director. He has got lot of confidence on his strength. He said Mahabharatha, which is part of Indian culture inspired him. He wanted to direct Mahabharatha movie in future.

16. Review based on survey: Rajamouli's movies are produced in various places. Two cities Hyderabad and Visakhapatnam are known for film production. These two cities were selected for conducting film-based survey. A questionnaire was prepared with 20 questions with an option to say "Yes / No" Opinions were collected from 30 respondents in Hyderabad and 100 respondents in Visakhapatnam.

Majority of the respondents expressed positive opinion about Rajamouli's films. They felt that his movies are full of emotions. Story line of these movies is terrifying and amazing opined the respondents. Aspects like Technicality, Music, Re-recording is crucial in his movies. Films like RRR which was released recently have become Pan-India movies are because of Rajamouli's creative skill, is the opinion of many of them. Respondents did not answer to the question "How Rajamouli's films should be?". People who answered the questionnaire in Visakhapatnam asked the director to encourage new talent, humorous scenes and complete the movies quickly. In both the cities response to survey was positive and each of the respondents has idea about Rajamouli's films. It is a wonder that they not express their choice and answer about Rajamouli's movie making and theme. They might have thought that it is an imaginary question.

Survey was conducted in two important cities known for Telugu Film production Hyderabad and Visakhapatnam. Many of the respondents were directly/indirectly connected with film industry. Respondents are youth and movie lovers. No research methodology was used for conducting the survey. General survey was conducted using questionnaire. Duvvuri Subrahmanya Sarma, Research Scholar, AU, Visakhapatnam.



Cover Page



DOI: <http://ijmer.in.doi./2022/11.05.67>

17. Conclusion

It is heartening to note that entire film industry and Indian community is feeling proud about the success achieved by a director. He feels production of a film is like a Yagna. Every movie is a penance. Though he is criticized for taking many years for production of a movie, these critics go silent after watching the end product. A director who feels production of a film as construction of an irrigation project will see it that artistic value on silver screen. Top artists wish to work with him. Except in rare occasions, he will not repeat the same star cast.

His films are containing different story genres. First film is about a student, second movie is about anxiety, third is about sports, fourth movie is fury/ frenzy, fifth movie is fantasy, sixth movie is a serious story mixed with entertainment, seventh movie is about Socio Fantasy values, eighth movie deals with a story mixed with humour, fear and agitation, Tenth and eleventh movies contains all emotions depicted in Chandamama story.

Directors like Rajamouli feel story values are crucial for a movie. At the same time commercial values, market values are also crucial. Decades of hard work put him on top of the charts. And put him on success path. He is a workaholic who does not think or focus on other things except on his movies. That is the reason because of which everyone respects him.

It is a fact that Cinema industry moves very fast. Many producers and actors come forward and try to join the director. That gives the director an opportunity/scope to sharpen his idea of film production.

Now entire Indian community in the country and foreign countries is waited for the release of RRR movie.

Reference

1. Wiki media (Bahubali, Eega, Magadheera films) summary. Inputs from interview
2. Mana Cinemalu, anubhavaalu charithra parinaamam Interview of Rajamouli by Editor Telakapalli
3. Double Dhamaka - Si ante Si interview
4. Some information was sourced from You Tube programs.