



## THE INFLUENCE OF AUDIO-VISUAL EFFECTS IN RECENT TAMIL FILMS AMONG THE CHILDREN

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### Abstract

The paper attempts to understand the audio visual effects in the recent Tamil Films among the children. The researcher chose a set of select recent Tamil films and conducted a pilot study among 30 children in the age group of 12 - 17, comprising both boys and girls from class 7th to 12th standard in Coimbatore and Madurai. The children were chosen from both the Matriculation and CBSE schools. They were presented with the list of box-office hit Tamil films released post 2020 onwards, which were noted for their audio-visual appreciation. The participants were asked to appreciate and rate about the audio-visual elements and their significance in the films and their prominence. The Chi-square Test is used as a statistical tool for data analysis.

**Keywords:** Audio-Visual Effects, Sound Effects, Tamil films, Special Effects.

### Introduction

Sound Effects (SFX) in films are crucial for realism, mood, and storytelling which takes aboard the natural sounds like footsteps and wind along with the creative effects which are added in the post-production primarily through Foley, wherein the artists recreate the sounds live to match the visual thereby enhancing the deeper emotions among the viewers. Through Foley the range of subtle background ambience are changed to iconic noises using everyday objects creatively to achieve specific sounds. Hence, Foley is used to achieve four different criteria such as,

- Immersion: Make the world feel real as silent films feel unnatural.
- Narrative: Convey the feelings of the character.
- Emotion: To build suspense or to heighten the action.



- Realism: Cover up unwanted sounds and to present the accurate acoustic details.

Visual Effects (VFX) plays a major part in film production especially while shooting impossible and expensive live shooting with blending the live-action with Computer Generated Imagery (CGI). Therefore, the digital enhancements added in the post-production, varies from minor enhancements to creating the entire environments and creates an entirely unique way of narration in modern films. The Special Effects (SFX) and Animation together create illusion in films as

SFX is used for being practical such as makeup, whereas VFX is used for producing the digital content such as CGI and Compositing, the Animation is used to bring characters to life through techniques like stop-motion to impossible or fantastic stories by blending the physical and digital elements to perfection for an exciting viewership.

Similarly, the film editing techniques use cuts, transitions and pacing to build narrative, emotion, and rhythm using the methods like continuity editing, parallel editing for simultaneous action and montage for time compression and emotion. The specific cuts like jump cuts are used to narrate urgency, and match cuts are used for visual continuity to the viewing experience seamless.

### Review of Literature:

Jayawardene in his study titled, 'A study on the significant impact of film editing on a movie's success', has concluded that, film

editing is the second direction wherein the editor of the film should have a clear vision that goes hand in hand with the directors' intentions.

Finance & Zwerman (2010), in their study titled, 'The Visual Effects Producer: Understanding the Art and Business of VFX', concluded that VFX has become the cornerstone of modern cinema thereby transforming the narration of story and the on-screen experience. They have underscored in their study that, the VFX encompasses a wide range of techniques, including the computer-generated imagery (CGI), Digital compositing, Motion capture and augmented reality (AR).

The study conducted by Prince (2011), in his study titled, 'Digital Visual Effects in Cinema: The Seduction of Reality', identified that the evolution of VFX technology has been closely linked to advancements in computer graphics, software development, and digital imaging. The study also pointed out that the field has seen remarkable growth since the early days of practical effects and optical tricks, leading to a revolution in how filmmakers approach visual storytelling.

Buckland (2009), in his study titled, 'Film Theory and Contemporary Hollywood Movies', found out the significance of CGI to create lifelike creatures and environments, setting new benchmark for the industry citing the pioneering works such as Jurassic Park (1999), and the Matrix (1999).

Sparkle (2015), in his study titled, 'Digital Cinematography: The Medium is the Message?', had pointed out that from the slow



start in 2005, cinemas have rapidly converted to digital display, requiring the scanning of all non-digital movies.

Kellner (2010), in his study titled, 'Hollywood Film and Politics in the Bush-Cheney Era' concluded that the films reflect the society citing that, Hollywood film community is liberal which accepts socially critical films, even if there is dissatisfaction.

The study conducted by Chion (1994), 'Audio-Vision', concluded that the sound has added value that enriches a given image so as to create the definite impression, in the immediate or remembered experience one has of it, that the information or expression "naturally" comes from what is seen, and is already contained in the image itself.

Altman (1992), in his study found out that, 'Sound Theory, Sound Practice', the norms of sound recording and mixing established in the early years of sound film as characterized by a non-match between visual and auditory space, as the new media inherits its representational norms from previous media.

Wilcox, F. (2017) in his research work titled, 'Alternate Space' of AR Rahman's Film Music', concluded that the works of AR Rahman combines Eastern and Western musical elements to create powerful association from both the backgrounds, as sound shall transcend the listeners' cultural milieu.

### Research Design:

The study requires in-depth understanding of the significance of audio-

visual effects in the recent Tamil films among children. Since, the population to be studied is of utmost importance, the Survey method has been opted. As part of the survey a detailed structured questionnaire covering the subject in detail was provided to the sample. The Survey research method has been opted as it helps, to collect and analyze social, economic, psychological, technical, cultural, and other types of data. As part of the study and its objective, the Tamil films chosen for the study are, Vikram, Leo, Jailer, Thunivu and Maanadu, as these films earned over 100 crores on average.

### Population and Sampling:

The population is a group or class of subjects, variables, concepts, or phenomena. As, studying the entire population is impractical and cost-prohibitive and difficult to measure the quality of the research, the subset of the population, that is representative of the entire population is selected for the study. And, the process is called Sampling

A total sample of 75 respondents from the age group of 12-17, were chosen for the study. And, the sample consists of 41 male (54.7%), and 34 female respondents (45.3%).

### Objectives of the Study:

The study attempts to understand the influence of audio-visual effects in box-office hit Tamil Films released post 2020 among the children.

- To understand significance of sound effects in Tamil films.

- To understand the visual-effects in the recent Tamil films.
- To understand whether sound effects provide realism in Tamil films.
- To understand the significance of innovative editing techniques and recording in recent Tamil films.

**Analysis & Interpretation:**

**Table-1 - Gender of the Respondents'**

S. No	Gender	Frequency	Percent
1	Boys	41	54.7
3	Girls	34	45.3
	Total	75	100.0

**Table-2 - Age of the Respondents'**

S. No	Age	Frequency	Percent
	12 years old	4	5.3
	13 to 14 years old	20	26.7
	15 to 16 years old	42	56.0
	17 years old	9	12.0
	Total	75	100.0

**Table-3 - Qualification of the Respondents'**

S. No	Education Qualification	Frequency	Percent
1	7th standard	9	12.0
2	8th	12	16.0
3	above 9th	54	72.0
	Total	75	100.0

**Table-4- Respondents' family details**

S. No	Nature of Family	Frequency	Percent
1	Nuclear Family	62	82.7
2	Joint Family	13	17.3
	Total	75	100.0

**Table-5- Sound effects help emphasize the film artistically**

S. No	Response	Frequency	Percent
1	Yes	66	88.0
2	No	9	12.0
	Total	75	100.0

**Table-6- Enhanced sound presents the film content effectively**

S. No	Response	Frequency	Percent
1	Yes	56	74.7
2	No	19	25.3
	Total	75	100.0

**Table-7- Visual effects create realistic images in films**

S. No	Response	Frequency	Percent
1	Yes	39	52.0
2	No	36	48.0
	Total	75	100.0

**Table-8- Sound and special effects enhance animation in films**

S. No	Response	Frequency	Percent
1	Yes	52	69.3
2	No	23	30.7
	Total	75	100.0

**Table-9- Innovative editing techniques & recording enhances film content**

S. No	Response	Frequency	Percent
1	Yes	60	80.0
2	No	15	20.0
	Total	75	100.0

**Table-10- Sound effects provide reality to the films**

S. No	Response	Frequency	Percent
1	Yes	69	92.0
2	No	6	8.0
	Total	75	100.0

**Table-11- Sound effects help shoot impractical and expensive sequences**

S. No	Response	Frequency	Percent
1	Yes	49	65.3
2	No	26	34.7
	Total	75	100.0

- The table above reveals that, from among the 75 respondents, 54.7% are Boys and 45.3% are Girls. All the respondents belong to the age group of 12-17 years of age.
- The age classification reveals that, majority of the respondents belong to the age group of 15-16 years old (56%).
- The qualification of the respondents reveals that, 74 percent of the respondents are from class IX.
- From the table, it can be observed that most of the respondents are from the nuclear family (82.7%).

- Most of the respondents (88%), opined that sound effects help emphasize the film artistically.
- The respondents (74.7%), opined that enhanced sound presents the film content effectively to the viewers.
- The table identifies that, nearly half the respondents (52%) feel that, visual effects create realistic images in Tamil films.
- The majority of respondents (69.3%) opined that the sound, special effects and animation help enhance the films.
- Most of the respondents (80%), are of the opinion that innovative editing techniques & recording enhances the film content.
- Majority of respondents (92%) stated that, the sound effects provide reality to the films.
- From the table it can be observed that, (65.3%) respondents state that sound effects help shoot impractical and expensive sequences.

**Chi-square Test**

**Null Hypotheses Rejected (H0):**

There is no association between Gender, Age, Education, Family, and Influence of audio-visual effects in recent Tamil films among Children

S.No	Variables	D.F	Chi-square (X <sup>2</sup> ) Value	Significance value	Remarks
1	Gender	2	1.054	0.590	Rejected
2	Age	6	6.904	0.330	-do-
3	Qualification	4	5.918	0.205	-do-

4	Occupation	8	4.674	0.792	-do-
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The table above indicates that the influence of audio-visual effects in recent Tamil films as perceived by the children is (Df-2) and the corresponding Chi-square value ( $X^2$ ) is 1.054, and the significance value is 0.590, which is significant at 0.5% level. Hence, the Null hypothesis ( $H_0$ ) is rejected as the significance value is less.

### Conclusion:

The respondents irrespective of the gender, and other parameters agreed upon the fact that sound effects help emphasize the film artistically, and present them effectively to the viewers. The respondents were nearly unanimous in pointing out that the visual effects help provide the realistic images in films. Also, the respondents have pointed out that, innovative editing and recording enhances the film content. Therefore, the study concludes that the children have opined that sound, and audio-visual effects have played a significant role in the Tamil films released post 2020.

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