

Stuart Hall's Circuit of culture- Media culture- with reference to Film

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The Circuit of Culture (the Circuit) was refined as a tool of cultural analysis by British Cultural theorists in the late 1990s. The Circuit emphasizes the five elements as moments of production, representation, consumption, regulation and identity, and the interrelated articulations of these moments. This tool is adopted to explore the multiple modes and relationships that are adopted to construct and establish the role of film industry as commodity to satisfy the desires and needs of the audience

The film takes major role in informing and educating the mass regarding the cultural aspect of the society such as politics, economic, social, religion etc. The cultural of the society is based on this system which operates to establish social solidarity and harmony. Failures of any of this system will demoralises the entire society. The circuit of culture can be applied to understand the role of film as commodity is consumed by the audience.

This article focuses on the application of circuit of culture in the media industry to understand the culture of film production for the mass or audience. The five elements of circuit of culture are applied in the film to understand the significance of the theory to understand the media culture. A movie *Manathil Uruthi Vendum*, directed by K. Balachander (1987) has been taken as a case study to explain the circuit of culture and its application in the film.

Representation – It is how the meaning conveyed to the audience, user, or co-communicator through signs, modes and discourses and help to convey the meaning – not only the ‘factual’ or informational meaning, but also the social meaning. It plays many and varied roles in the constitution of understandings about phenomena that is addressed in the movie. It is connected with language, meaning and communication. It need to be understood as a process through which things, such as how the scenes and roles are provide meaning to the message that is communicated. However, it should not be considered the only or even necessarily the main constituting process.

Films in society convey social messages to create awareness and bring out social transformations in the society. It also tries to reflect the belief, ideas and thoughts of the society. In short, it tries to represent our cultural values and tries to question the irrational cultural values that defame or deteriorate image of the society. The dialogues and the scenes that are incorporated in the film acts as platform for discourses and creates a thought in the mind of the audience, regarding the various aspects of social phenomenon that are constructive and destructive for the functioning of the society. The characters that are involved in the films tries to depict the reality in subtle manner so that audience realises the need to bring attitudinal change among themselves.

In the movie *Manathi Uruthi Vendum*, the character Nandini, a nurse, played by Suhasini . She is the sole bread winner of her huge family including six siblings and unemployed parents, and she faces many hurdles in her life including a divorce, loss of a brother, an eloped sister, a failed second romance and an organ donation. She handles them with dignity and wins the hearts of one and all including her suspicious ex-husband when she donates him her kidney. S. P. Balasubrahmanyam plays the role of a dedicated Doctor, who inspires Nandini to take the ultimate decision in life to continue serving her patients.

Indian society is basically a patriarchal. The status of women in the patriarchal society is inferior, submissive, dependent, and docile. The culture of the Indian society is based on patriarchy but the film try to represent this culture and tries to bring attitudinal change to enhance the power of women and their contribution. In the movie *Manathil Uruthi Vendum*, directed by K. Balachander (1987) portrayed heroine as independent, as decision maker, and efficient in handling the challenges in the society. Film tries to break the patriarchy system and stress the need for confidence in women to face the challenges.

Identity: Refers to how meaning is internalized by the receiver or audience. In this regard, the film focus on the story or the message that is to be conveyed to the society at large. In this regard, the scenes and role played by each and every actor tries to connect with the audiences whereby the audience tries to see their roles are reflected. Films should try to relate to prevailing social conditions and understand how audience perceive and relate to the story. This will help the audience to identify with the character that is represented in the film. Films take its role in presenting, refining, and renegotiating through the process of communication. This helps in consuming and rejecting of the messages that are communicated effectively in the films.

The movie stress women as dynamic, energetic, independent. The message delivers the importance and need confidence within oneself to arise on various occasion has been well- defined in this movie.

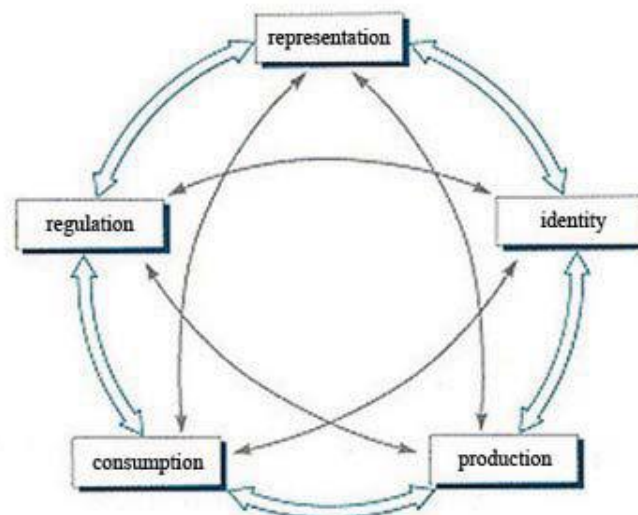
Production - Here refers to the production of meaning. Meaning can be produced and reproduced in a number of ways. The films in the form of its content, action, songs, signs and symbols provide meaning about what actually it wants to deliver to the audience. Sometimes the concept that is focused in the movies helps to adopt and at the same time it may challenge the dominant beliefs of values that are followed the society.

The movie has brought life to the character particular Nandini (women character) who has taken various roles and positions according to the situations. The meaning of new women has been strongly emphasized in a patriarchal society. The song in this movie “ Manthile urdivei vendum the message has been translated through the heroine as Bharathiyar’s ‘Pudumai penn’. (New woman).

Consumption- In this as for as the film is concerned, one need to understand the status of the audience, who are the actually receiving and consuming the content of the movie. It is very important that the concept of the movies should not try to challenge the dominant culture aggressively, but at the same time the message should be well placed in such a way that the audience acceptance level and should reach the audience and influence them to a great extent. Dialogue delivery, action words and lyrics, music, etc play a vital role in the consumption pattern of the audience.

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Regulation finally, refers to the forces which constrain the production, distribution, and consumption of texts. These forces may be explicit or they may be implicit. In the film, censor board play a prominent role in controlling the offending words, music, or which defames any aspect of the society.



Representation deals the way how the women are treated in the patriarchal society and women should establish themselves to be independent, rational, dynamic and challenging to face the society. These values are echoed well in the film through characters, words, scenes and songs. This in turn has created the concept “pudumai Penn (new woman) which was the dream of the great poet Bharathiyar who has visualised women should be courageous in his poem. The new women character is consumed by the audience, to accept and treat women equally with dignity. No wonder, the message about the women empowerment and gender equality has been well produced in the film. The film has also equally created an identity for the women visible, who has always a suffered invisibility in the patriarchy society.

Representation- film represents on women empowerment – commercial

Identity- Pudumani penn (new women) – story content

Production – Film house- gender equality

Consumption- audience- to treat women with self-respect and dignity

Regulation – culture (social norms and values) is preserved – censor board certification

The film as a commodity enter the market and influence the consumer with content, message and idea which caters the needs of the consumers (audience) be whether it is at the lighter side or heavy. The message carried by the audience from the film, appreciation and the profit earned by the film reveals how the five elements are inter connected with each to reach and connect the mass to a great extent.

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