

## Portrail of Exaggerated Heroism in Director Shankar Films: A Content Analysis

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### Abstract

Cinema is a conceptual of Audience. It can cover large number of audience. Mass media is a well Popularized art in this world. India is the Biggest Market for cinema. Many films have been produced every year. Especially, box office hit collection of Movies has reached huge audience. When we put director Shankar's movies under research, it is very obvious that his style of making movies is unique with refer to story, screenplay and technological aspects though he has directed only 13 movies. His 12 movies are put under this research. As it deals with movies, content analysis is used for the research. The core objective of this research is to bring out how his movies portray heroism; how he brings out heroism through symbolic representation of heroes. The primary sources of this research are his 12 movies; and the secondary sources are books and magazines related to the movies.

**Keywords:** Tamil cinema, director Shankar, Heroism, Movies, Technology