

Kollywood filmmakers are investing big time in data analysis to make sure they deliver films that are meaningful and credible. Dialogues and ideas presented in films are carefully researched and fact checked

PACKING REAL DATA IN REEL DIALOGUES

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The perception that Kollywood is all about dance, duets and fights, and a mere figment of imagination of the creator, no longer holds ground. Filmmakers work earnestly and there is a great deal of research that goes into scripts. For example, the powerful dialogues from Shankar's most notable films like *Gentleman*, *Indian*, *Mudhalvan* and *Anniyan*, were not the filmmaker's propaganda. Rather, they were representations of carefully checked facts and figures, that writer Sujatha penned down with a team of statisticians and data analysts, to deliver a credible product to the audience.

More recently, the biggest hit of 2015, *Thani Oruvan*, also had dialogues on emotional and organisational crimes that were well researched. Director Mohan Raja along with a research team, sat and discussed facts and figures of crimes and what exactly happens in an IPS camp



(L to R) Mohan Raja, A still from *Thani Oruvan*, first look of *Thiruttu Payale 2* and Susi Ganesan

even before shooting the movie. Venkadesh Narayan, a former Indian civil servant and a principal consultant says, "For *Thani Oruvan*, we went to the IPS training camp to know what exactly happens at the graduation ceremony. In fact, it was the first Indian movie to have exactly portrayed that the best probationer of the batch is handed over a gun. That is the scene



Venkadesh

in which Arvind Swamy hands over a gun enclosed in a case to Jayam Ravi." He goes on to add that it is important that these scenes are shown with authenticity as today's audience is knowledgeable. "Fans highlight each and every error they spot in the movie. You cannot make a movie for the sake of it because audience can make a mockery of your product if not done care-



fully," he adds. The director of *Thani Oruvan*, Mohan Raja, agrees with Venkadesh and says, "There should be logic behind whatever we do. Everybody on social media is now a critic. So when I decided to make *Thani Oruvan*, there was a team of analysts to back up the thoughts I put into my script which was liked by the audience." Venkadesh adds that their job doesn't stop there. "We also came up with an emotional graph where hero succeeds and loses at times. That makes the audience relate to it and chances

of them getting bored is also less," he says.

Mohan Raja has also adapted the same approach for his upcoming film with Sivakarthikeyan. Without divulging much about the storyline, he says, "Today's audience is very intelligent and well informed. The expectations are also high and I won't take them or my earlier success for granted. With the vast data available on the Internet, the audience can always go back after a movie and check up on facts. So, there is no scope for errors. Therefore, a lot of research is being done with respect to facts and ideas we're presenting."

The team of the much anticipated *Thiruttu Payale 2* is currently working with data analysts to provide strong and credible content. "This genre requires such research. A comedy movie doesn't require logic as their target is to make the audience laugh. However, a movie like *Thiruttu Payale 2* needs a lot of hard work for which we put our heart and soul into every detailing. We are here for the audience and we have to work with 100 per cent conviction to give them a movie without flaws."