

Madras Studios: Narrative, Genre, and Ideology in Tamil Cinema

Swarnavel Eswaran Pillai



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This book documents the history of Tamil cinema, one of the most colossal film industries in the world, and studies the major studios of Madras, the largest outside classical Hollywood in the private sector.

It engages with five major studios of Madras—Modern Theatres, AVM, Gemini, Vijaya-Vauhini, and Prasad— through the origins of their founders, and explicates how their history influenced the narratives, genre, and ideology of the canonical films made in Madras studios, arguing for their lasting influence on Tamil cinema.

Based on rare primary and secondary materials, and oral history, this book engages with Tamil cinema at the intersection of its industrial, cultural, and socio-political history to argue for its specificity in terms of its aesthetics and its belief in the potential of the medium to mobilize audiences for ideology, politics, and reflexivity.

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