

# Ecosystem Representation and Sustainability Awareness in Popular Modern Tamil Films

<sup>1</sup>V.Gowri Rajan, <sup>2</sup>Dr.V.Jayalakshmi

<sup>1</sup> Ph.D., Research Scholar, <sup>2</sup> Assistant Professor,

Department of Visual Communication, School of Mass Communication

Vels Institute of Science, Technology and Advanced Studies, Chennai, Tamilnadu, India.

**Abstract:** Our traditional environmental awareness must be known to the generations through family practices. Contemporary education mostly relies on technical and professional studies as the minimum possible way to know environmental consciousness. Everyone's lifestyle leads to a machine model; we have been getting aid from artificial intelligence for whatever we need, but cinema is the channel that carries information and influences audience attitudes, which has the power to influence the mass audience. In recent days, commercial collections and public priorities have resulted in giving positive space. People's contemplation of eco-entrepreneurship is not profitable compared to other industries. People must understand this through our observation. Which medium can implement this seed to the people? Cinema is the only medium to create some awareness about the ecosystem and sustainabilities. Tamil cinema, with strong socio-cultural influence, aids as a strong medium for developing ecological awareness and persuading sustainable business models. This study examines the depiction of eco-entrepreneurship in two films such as *Kadai Vivasayi* and *Boomi*, focused on ecosystem and sustainability issues in mass media representation. Using qualitative content analysis methods to identify the key themes like organic farming, water conservation, community-based enterprise, and environmental activism. To complement the textual analysis, Audience perception data is collected through the short survey to assess the film's influence on eco-conscious thinking and entrepreneurial intent. Research findings show that while both films address ecological issues and advocate sustainable practices, they also integrate environmental values into compelling narrations and nurturing awareness and inspire audiences to adopt sustainable values. This research advances the understanding of ecological communication via examining cinema's part in shaping eco-entrepreneurial attitudes.

**Index Terms** - Tamil Cinema, Ecosystem Awareness, Sustainability Awareness, Eco-entrepreneurship, Environmental Communication, Content Analysis, and Audience Perception.

## INTRODUCTION

### 1. 1. The Role of Cinema in Promoting Environmental Awareness and Eco-Entrepreneurship.

Cinema is a powerful medium that carries information to mass audiences. It has historically functioned as more than a medium of entertainment, cinema has possibly shaped public opinion, social behavior and collective memory. In the Indian context, films not only narrate stories but also construct meanings about identity, politics, and society (Dissanayake, 1994). Climate change, deforestation, and water scarcity. These environmental issues become global concerns, cinema as a channel recognized as capable of communicating ecological values to the society (Lehtonen, 2018). Through the visual storytelling, character depictions and symbolic presentations, films are able to persuade environmental awareness, promote sustainable practices and develop profound understanding of human and nature relationships. (Rust, Monani, & Cubitt, 2013).

Eco-entrepreneurship, often referred to as ecological concern eco product business, integrates economic innovation with ecological responsibility. Traditional entrepreneurship which primarily aims to get profit generation. Eco-entrepreneurship seeks to develop sustainable livelihoods by adapting practices of organic farming, water conservation, community based practices and renewable energy. Isaak (2002) defines ecopreneurs as entrepreneurs who make sustainability in primary commercial activities. The research highlights eco-entrepreneurship plays the active role in speaking about the environmental deprivation while simultaneously producing economic opportunities Its significance lies not only in reducing ecological damage but also in creating openings for strong livelihoods, particularly in regions where natural assets are central to economic survival (Kirkwood & Walton, 2010).

### 1.2. Influence and Cultural Reach of Tamil Cinema.

Tamil cinema placed a special place in Indian film History because of its profound connection to social-political movement and rural identity and cultural representation. (Hardgrave, 1973; Baskaran, 2009). Mostly other industries primarily focused on entertainment, the Tamil cinema has often connected with social issues such as caste, politics, and environmental concerns. Worldwide Tamilnadu and diaspora communities lived across the world so the audience base is massive; its influence extends beyond entertainment to education, activism and cultural consciousness (Velayutham, 2008). Films such as *Kadaiasi Vivasayi* (2022) and *Boomi* (2021) examples of recent ecological narratives when persuading the experience of the audience, every ecological film embedding ecological value in culturally rooted narration, Tamil cinema often shapes the ideas of ecological and sustainable practices.

### 1.3. Intent of the Research

The learning part mostly concentrated on representation rely eco-entrepreneurship and sustainable livelihoods in Tamil cinema deeply focused on the *Kadaiasi Vivasayi* (2022) and *Boomi* (2021). Using the content analysis qualitative approach, the study discovered ecological and entrepreneurial themes such as organic farming, water management, and community participation. To the textual analysis, an audience perception survey has been conducted to identify film influences of eco-conscious thinking and entrepreneurial intent among viewers. The study highlights the role of Tamil cinema in environmental communication and capacity to inspire sustainable values within society.

## 2. REVIEW OF LITERATURE

### 2.1 Media Ecology and Environmental Communication

The conception of media ecology, first stereotyped by Marshall McLuhan (1964) and latterly homogenized by Neil Postman (1970), emphasizes how media shapes mortal perception, culture, and social surroundings. Media is not a neutral channel but a terrain that influences allowed patterns and artistic practices. In the environment of environmental communication, scholars argue that media textbooks flicks, TV, and digital content play a critical part in framing ecological issues and promoting sustainable values (Rust, Monani, & Cubitt, 2013). Recent studies have shown that cinema, as a visual medium, has a unique capacity to narrative environmental challenges, mortal – nature relations, and sustainability dialogues (Lehtonen, 2018).

### 2.2 Eco-Entrepreneurship and Sustainability

Eco-entrepreneurship, or “ecopreneurship,” has been conceptualized as the practice of creating enterprises that balance ecological sustainability with profitable invention (Isaak, 2002). Schaltegger and Wagner (2011) describe it as an essential wheelman of sustainability transitions by developing environmentally

friendly products, services, and systems. Research highlights that Eco-entrepreneurs frequently crop from strong value- driven provocations rather than solely profit- acquainted intentions (Kirkwood & Walton, 2010). In the Indian environment, eco-entrepreneurship has been linked to organic husbandry, water resource operation, renewable energy, and traditional ecological knowledge (Rao, 2014). Still, limited education connects eco-entrepreneurship with media representation, particularly in cinema.

### **2.3 Cinema, Environmental Narratives, and Sustainable Livelihoods**

Environmental communication through cinema has grown into a significant field of inquiry in recent decades. Scholars in “Eco cinema studies” emphasize how films can cultivate ecological knowledge by describing stories of environmental justice, climate change, and sustainable living (Ingram, 2013). Case studies of Indian cinema reveal that rural narratives and agricultural struggles are constantly depicted through ecological symbolism (Ghosh, 2016). Films addressing organic husbandry, community living, and conservation not only present environmental values but also fix them within broader socio-artistic struggles, thereby making ecological issues relatable to audiences.

### **2.4 Tamil Cinema and Socio-Cultural Influence**

Tamil cinema is unique for its profound commitment with political, social, and cultural discourses (Hardgrave, 1973; Baskaran, 2009). Unlike other home- grown film diligence, it has historically played an active part in shaping cooperative identity, inspiring social movements, and impacting governance. Scholars analogous to Velayutham ( 2008) note that Tamil films constantly address pastoral life, community, agricultural struggles, and socio- political change. Recent workshops highlight that films like Kadaisi Vivasayi( 2022) represent ecological themes analogous to soil conservation, organic farming, and environmental activism as part of artistic liars( Ramaswamy, 2022). Boomi (2021) frames sustainability as a global challenge, linking original ecological announcements with universal enterprises. In malignancy of these contributions, there is still a lack of precise analysis connecting Tamil cinema with eco-entrepreneurship and audience perception.

### **2.5 Research Gap**

While studies live on media- entrepreneurship, and environmental narratives in cinema, there is limited education directly examining how Tamil cinema depicts eco-entrepreneurship as a pathway for sustainable livelihoods. Likewise, empirical audience studies assessing how analogous films impact eco-conscious performance and entrepreneurial intent remain scarce. This disquisition research responds adopting a thematic film content exploration approach with audience perception surveys of Kadaisi Vivasayi and Boomi.

## **3. RESEARCH GOALS**

1. To examine depictions in eco-entrepreneurship and sustainable livelihoods
2. To identify important ecological themes depicted in the selected films.
3. To study how Tamil films act as a channel for environmental communication in creating sustainability awareness.
4. To assess audience perceptions of eco-entrepreneurship and ecological values.

## 4. RESEARCH METHODOLOGY

The research examines mixed approach for qualitative and quantitative analysis, thematic analysis examines ecological and entrepreneurship content and the bunch questionnaires for surveys conducted with minimum number cinematic viewers. The two films *Kadai Vivasayi* (2022) and *Boomi* (2021) involved thematic content analysis to explore how eco-entrepreneurship and sustainability are represented. The quantitative aspects contains of survey based question circuted to minimum number twenty audience which captures the perception and attitude knowledge about the ecological values and eco-entrepreneurship. The nature of research rely on exploratory and analytical it examines how the cinema represents eco-entrepreneurship and analysis represents how the audience perceive and respond to such representation.

### 4.1 Data Sources

Primary data gathering from the film texts *Kadai Vivasayi* and *Boomi* collected the explicit engagement with ecological and entrepreneurial themes. Secondary data information collected from the scholar articles, books and website journals, the sampling conducted in the purposive sampling method with limited number audiences, specifically twenty two respondents in the Ramanthapuram District. Focusing on their perception of environmental messages and eco-entrepreneurial intent. The theoretical framework based on two theories like Eco-criticism, Eco-criticism (for environmental representation) Environmental Communication Theory (for ecological messaging) Representation Theory (for cultural framing of eco-entrepreneurship).content analysis based on the film texts they are scenes, dialogues and narratives, survey audience analysis through the viewers responses.

## 5. THEAMATIC ANALYSIS

### 5.1. Eco-criticism in Kadai Vivasayi

The film **Kadai Vivasayi** depicted the life of a farmer who lives alone in his village, with his lifestyle entirely dependent on agriculture, paddy cultivation, and cattle rearing. Through the Eco-criticism every scene represented the environmental themes like agriculture, water, forest, animals and birds. Single man life without nature cannot run in a healthy life. Its scenes represent all the happiness, culture and tradition. The introductory scene begins with the devotional song to Lord Murugan, “Karpanai Enralum.” The visuals accompanying the song beautifully capture the entire village and its surroundings, including mountain views, forests, and a peacock dancing. Presenting these images with the devotional song, the director conveys a spiritual mood, suggesting that nature and divinity are inseparable. Most scenes only played in the village related place cannot see the urban area identity, the success of ecological cinematography even the police contribute to paddy farming in this film. Through this Eco-criticism movie narration suggests that everyone must understand the importance of farming is needed to practice.

The **Boomi** film commenced with hero Boominathan is a scientist in NASA on a mission to live on Mars, he is actively involved in this research to recreate like an earth environment in Mars, he speaks about bird is only spices framing tree sapling in mars. He mentioned that his role model is Agriculturalist Velusamy, after a scene in India he realized the political agenda against the natural environment and agriculture, so the film many times represented the environmental issues like hybrid seeds issues related to water scarcity and industrialization. Bomminathan left NASA to get the original natural seeds from the tribal peoples. This scenes depicted the deep forest beautiful landscapes and highlights the tribal traditions who have been protecting the Natural seeds.

## 5.2. Environmental Communication in Kadaisi Vivasayi

When you look at the movie from the point of view of Environmental Communication Theory you can see that some parts of the film are trying to tell us commodity about the terrain. For illustration there's a scene where an old agriculturist goes to the request to buy some things he needs. He stops at a store. Asks the person working there if they've any tomato seeds. The agriculturist does something he eats some food that's meant for cows. The person selling the food asks him " Why are you eating that?" The agriculturist says he has to taste it to make sure it's good for his animals. When the agriculturist asks about the tomato seeds the person tells him that he should buy seeds that bring Six Hundred. He says these seeds will make his plants grow tomatoes and he'll make further money. Also he says that he does not have any of these seeds right now. The agriculturist says no to the seeds because he thinks they're bad for people. He tells a story about the person who owns the company that makes the seeds. Their son is sick. The agriculturist thinks that only seeds that are natural and not special can help us grow food that is good for us. This part of the movie is saying that we should use seeds and not special ones so we can have healthy lives and take care of the earth. The movie is trying to tell us that organic husbandry is very important if we want to live in a way that is good, for us and the earth.

In the film *Boomi*, industrialization in both rural and urban areas is portrayed as causing severe environmental damage. Almost every scene highlights this issue, with particular emphasis on the fact that nearly two crore liters of water are consumed daily by the car manufacturing industry. Speaks loudly about agriculture and water scarcity issues.

## 5.3. Eco-entrepreneurship in Kadaisi Vivasayi

The film suggests that organic farming is the key to a healthy and meaningful life for the entire community, without causing harm to society. It emphasizes that coffers available in the surroundings can be effectively employed for husbandry, and cattle play a vital part in supporting these practices. Indeed a single planter can sustain organic husbandry singly. Some scenes depict the influence of the real estate business, showing agricultural land being vended for profit. Still, the story conveys that similar marketable earnings are n't a dependable or sustainable way to earn a livelihood. Through the old man life assignments, the film highlights that organic husbandry provides a simple and sustainable means of earning, indeed though numerous are unaware of its eventuality in the modern, profit- driven world. Nature, through organic husbandry, offers a pathway to a sustained and environmentally responsible form of entrepreneurship.

*Boomi* , One narration represents “ who have two acre agriland to get more profit than IT sector people,” I will prove this type of dialogue creates the positive possibilities of Eco-entrepreneurship practices.

In five months of practice through agriculture farming, he earned 6 lakhs rupees in two acres of land. He said “I am growing three types of greens for 55 cents. It fetches me 138 bunches every day, i make 39000 rupees per month as profit from the greens alone. Within four months 156000 rupees. I make a profit of 18000 rupees a month from county cows. Turn the cow dung into earthworm compost black gold. In five months I could make three tones of that compost. I earned 26000 rupees from that compost. I grew paddy on the rest of the one acre land. That paddy alone fetched me a profit of 300000 rupees so I totally got Rs 6, 22,000. The scene depicts ecology, economy are equally develops healthy nation. The Boomi Film text narrates the Indian corporate must share valuable ideas and marketing help the agricultural products to create more number of business profit in Eco-entrepreneurship

## 6. AUDIENCE SURVEY

A small survey was conducted with twenty two respondents using a random sampling method in Ramanathapuram, and the questionnaire was designed in accordance with the study objectives.

**Film Viewership:** A standard of respondents had watched *Kadaisi Vivasayi* (45.5%), while 40.9% had seen both films. This indicates that *Kadaisi Vivasayi* reached a significantly widespread audience, perhaps due to its stronger rural and cultural appeal.

**Representation of Environmental Issues:** A prodigious 77.3% of contributors rated the films' depiction of environmental issues as "good." This recommends that Tamil cinema is perceived as an effective medium in visualizing ecological challenges, particularly in ways that resonate with daily realities.

**Effectiveness of Tamil Cinema in Creating Awareness:** A joined 86% of respondents (59% "agree" and 27% "strongly agree") felt that Tamil cinema is active in creating awareness about environmental conservation. This replicates the audience's gratitude of cinema's potential role as a tool for environmental tutoring and social intervention.

**Understanding Eco-entrepreneurship:** Over half (54.5%) of the respondents specified that the films assisted them comprehend the perception of eco-entrepreneurship, while 36.4% responded "maybe." This indicates a positive impression, however here relics scope for clearer cinematic communication of sustainable income practices.

**Aspects of Sustainable Livelihood:** The most emphasized feature of sustainable livelihood, as perceived by the audience, was organic farming (72.7%). This result aligns with the thematic focus of *Kadaisi Vivasayi*, where traditional and organic farming performs are exposed as vital to ecological balance and sustainable living.

**Role of Socio-cultural Values:** A huge mainstream (72.7%) decided that socio-cultural values influence how people receive environmental messages in Tamil cinema. Also, precise cultural elements such as **local traditions (31.8%)** and **rural lifestyle portrayal (27.3%)** made the environmental themes more relatable to audiences. This displays that implanting ecological issues within cultural contexts increases their resonance.

**Audience Preferences for Environmental Narratives:** The common of respondents (68.2%) spoken attention in seeing more films focusing on environmental narratives. This proposes a rising demand for eco-themed cinema that combines entertainment with evocative social messages.

**Stronger Environmental Message:** When asked which film had a stronger environmental message, **72.7% of respondents chose *Kadaisi Vivasayi***, although only 13.6% selected *Boomi*. This establishes that audiences initiate *Kadaisi Vivasayi*'s depiction of environmental and eco-entrepreneurship themes more impactful, perhaps payable to its organic farming plot and mixing of cultural values.

## 7. CONCLUSION

The study of *Kadaisi Vivasayi* (2022) and *Boomi* (2021) shows that Tamil cinema has the capability to meaningfully connect ecological enterprises, eco-entrepreneurship, and sustainable livelihood practices through culturally embedded liars. The analysis reveals *Kadaisi Vivasayi* emphasizes organic agriculture, cattle care, and traditional ecological knowledge, presenting farming not simply as a profession but as a way of life nearly linked to culture, spirituality, and community well-being. In discrepancy, *Boomi* focuses on

the consequences of industrialization and water exploitation explosively louder, while also exploring the possibilities of Eco-entrepreneurship through innovative husbandry styles and sustainable income models. Check results support these perceptivity: 77.3% of reporters considered the flicks' depiction of environmental issues effective, and 86 agreed that Tamil cinema plays an important part in raising environmental mindfulness. Significantly, 72.7% of participants correlated Kadaisi Vivasayi as carrying a stronger environmental communication than Boomi, pressing the influence of traditional, culture- centered narratives in shaping eco-consciousness. Organic husbandry was the most resounding theme of sustainable livelihood( 72.7), while socio-cultural values were also set up to shape how audiences engage with ecological dispatches. Finally Kadaisi Vivasayi presents Tamil cinema as a medium to present the environmental message, connecting traditional ecological practices with recent sustainability expertise. Embedding Eco-criticism, cultural identity, and entrepreneurship, these delineations not only raise awareness but also encourage Eco-conscious thinking and foster entrepreneurial aspirations. The findings give the cinema, when anchored in original culture and ecological realities, can play a vital part in guiding communities toward sustainable futures.

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