

Article

The Impact of Tamil Cinema's Popular Music on College Going Students

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A B S T R A C T

The study focuses on The Impact Of Tamil Cinema Popular Music On People Of Different Ages and Gender with musical self-enhancement theory as its base. This research study was based on quantitative method, and the data in this study was taken in random sampling method with the use of Google form. The sampling size of this study was 102 under 15 to 25 years above. Yes the study comprises identifying three dependent variables such as empathetic listening, social cohesion and pleasure through nine other independent variables which influence the dependent variables. The Google form consist of a survey which obtains data from the responses in terms of these variables and conclusions are made. The results and the data obtained show that majority of the listener are empathetic, socially cohesive, and and listen to music for pleasure.

Keywords: Age, Empathetic, Gender, Impact, Tamil Cinema, Musical Self-Enhancement Theory

Introduction

The understanding on the Impact of Tamil Cinema Popular music on the people and their age and gender is it influence their mood and emotion. It influences the action of a person. Tamil Cinema Popular Music makes you think positive and negative. It also has the power of making the listeners feel positive and negative while listening to them. People of all ages and from many cultures throughout the world use music in their daily lives, making it one of the most universal forms of expression and communication. The ability to express oneself musically is a trait shared by all people, but how that capacity manifests itself varies depending on the environment and the experiences of the person, frequently among groups. The great majority of individuals engage in activities like singing, dancing, playing (informally or formally), and producing (exploring, composing, and improvising), both individually and collectively. Even while

listening to music is a fun pastime in and of itself, its impact goes beyond simple entertainment. Music is often referred as a skill of combining form, harmony, melody, rhythm, and other expressive elements to produce sound.

Though it is a component of all human communities and a cultural universal, there are many different precise definitions of music in different parts of the world.

Music is at the center of what it means to be human – it is the sounds of human bodies and minds moving in creative, story-making ways.

The Impact of Tamil cinema's popular music on students is they tend to listen very frequently and listen to them during their activities like studying, working, exercise etc. The students listen to music in a way to escape of life, which gives us relief in pain and helps us to reduce the stress of the daily routine. If helps us to clam down, an even excites us in the moment of joy. Moreover, it enriches the mind

and give us self confidences. The popular Tamil cinema's music has a powerful therapeutic effect on the human psyche. It is the expression of deep emotions and feelings." "Music calms down, lifts us up and always makes us feel a certain way." "Explains things when words fail; Music speaks." "Music means something that's inspiring and can match your moods" "Music helps us connect to life."

Our favorite melodies release dopamine, known as the feel-good hormone, which activates our brain's pleasure and reward system. The Tamil Cinema popular Music can have a positive, immediate impact on our mental state; fast tempos can psychologically and physiologically arouse us, helping energize us for the day.

Review of Literature

According to Elvers P (2016) I contend that engaging in musical activity is a means of actively influencing emotional states to sustain optimism and a good feeling of oneself. According to (Small, 1998; Turino, 2008) We demonstrated that people's intentional engagement and interaction with music, rather than the music itself, worked as a coping mechanism by adopting a practice-based perspective of music that is more suited for cross-cultural study. According to Miles, S. A., Miranda, R. A., & Ullman, M. T. (2016) An adult national sample from the United States is used in this study to evaluate the link between age and two aspects of self-esteem. The direct impacts of age on self-worth and self-efficacy are contrasted with the effects of age that arise from role accumulation on these traits. According to Vieillard, S., & Gilet, A. L. (2013). Beat synchronization, also known as rhythmic entertainment, offers a chance to comprehend how various systems interact to integrate sensory-motor data.

According to Abbruzzese L, Magnani N, Robertson IH and Mancuso M (2019) Recognition of emotive facial expressions is influenced by age. Studies using eye tracking technology showed that differing facial exploration patterns brought on by attentional impairment might account for age-related changes in the perception of emotions. The identification of emotions appears to be influenced by gender as well.

According to Dolf Zillmann's (2015) The theory explored in Mood management through communication choices by Zillmann states that "The selection of certain messages for consumption frequently aids in the control of mood states, and it has been demonstrated that the consumption of messages, particularly amusing communications, has the power to change the predominating mood states."

According to Dobrota et al (2014) we can see that the female gender gives more importance to tempo of the music. According to Soudeh Rahmani et al., (2012) in their study showed that women are more open to newer experiences and are more agreeable overall. According to

Alex Grunnil (2022) in her blog post says that older people are more set in their ways, this is probably why the number of maybe responses are low and 'no' responses are zero.

According to Belfi AM (2021) suggests that older adults don't take music as a sense of reward, but younger adults do because of how they engage with music due to technological advancements. According to Nawaz Ahmad (2015) He says that people are pretty much interested in listening to music and say that music influences them in both positive and negative ways. According to Graham et al (2020) The effect of music's on human development which has taken place for the past 20 years. The results explained by this article has been very informative and has given me direction in order to pursue my interest. According to Graves BS 2021 show that women use emotion-coping techniques and men use problem-solving techniques. According to Olson KE says that young adults have a greater breadth in their usage of technology compared to elderly people of society.

Research Methodology

The researcher used quantitative research method to analyze The Impact of Tamil Cinema Popular Music on People of different Ages and Gender. The data in this study was taken through random sampling method with the use of Google form. The sampling study of this research was 102 under with the age category of 15 to 25 above years. The researcher adapted musical self-enhancement theory. The musical experience is embedded in a cultural context. The relationship between the music and the listener is realized in terms of different aspects of listening to music that may account as potential mechanisms of its self-enhancing function. Musical self-enhancement is explained in terms of three main aspects of musical experiences, they are. Empathetic Listening, Social Cohesion, Pleasure. The Composer, persona, and the performer also influence the variables.

Objectives

To find out the listeners in empathetic listening, of Tamil cinema popular music.

Data Analysis and Interpretation

Table 1, Frequency Distribution on have you heard songs which connects a feeling and certain memories?

Tables 1. Address the question, Have you heard songs which connects a feeling and certain memories?, in an age group

Age Groups	Yes	No	May be	Total
15 to 19	12	1	3	16
20 to 25	65	1	4	70
25 and above	14	0	2	16
Total	91	2	9	102

The question targets the variables like Empathetic Listening, Pleasure. According to the Musical Theory of self-enhancement these variables are affected if there is evidence of the following Identification, Self/other merging, Self-confirmation.

DMN - activation, Self - referential emotions, Positive Effect.

According to the theory the response from tables1 show that they exhibit all the above factors and agree that songs connects to a feeling and memories.

According to the Table 1, the age groups 20 to 25 have the highest percentage agreeing to the question and the age groups 15 to 19 has the least responses. This is due to the fact that emotional intelligence increases with age.

Table 2. Frequency distribution on have you heard songs which connects a feeling and certain memories?

Gender	Yes	No	Maybe	Total
Male	40	0	1	41
Female	51	2	8	61
Total	91	2	9	102

The question targets the variables like Empathetic Listening, Pleasure. According to the Musical Theory of self-enhancement these variables are affected if there is evidence of the following Identification, Self/other merging, Self-confirmation.

DMN - activation, Self - referential emotions, Positive Effect.

According to the theory the responses from Table 1, show that they exhibit all the above factors and agree that songs connects to a feeling and memories.

According to the Table 2, a higher percentage of men agree that songs connect to a certain feeling or memory and a higher percentage of women are unsure. From the existing studies we know that women score higher on empathy and self-regard which means that some women in our sample don't rely on music as their go to self-enhancement tool.

Table 3. Frequency distribution on does listening to Tamil cinema music uplift your mood?

Gender	Yes	No	Maybe	Total
15 to 19	12	1	3	16
20 to 25	58	2	10	70
25 and above	15	0	1	16
total	85	3	14	102

The Table 3, Address the question, Does listening to Tamil cinema music uplift your mood?, in an age group and gender type grouping. The question targets the variables like

Empathetic Listening, Pleasure. According to the Musical Theory of self-enhancement these variables are affected if there is evidence of the following:

Identification, Self merging, Self-confirmation DMN - activation, Self - referential emotions, Positive Effect. According to the Tables 2 we can see that all of the age groups agree that they experience the variables 'empathetic listening' and 'pleasure' through the factors mentioned above in the Musical self-enhancement theory. Within the age groups, the percentage of 'yes' responses increase with the increase in age groups and the percentage of 'no' responses decrease with the increase in the age groups. This is because studies have established that the with the increase in age people become set in their interests and their ways and the younger generation displays more openness.

Table 4. Frequency distribution on does listening to Tamil cinema music uplift your mood?

Gender	Yes	No	Maybe	Total
Male	37	1	3	41
Female	48	2	11	61
Total	85	3	14	102

The Tables 2 and 3, address the question, Does listening to Tamil cinema music uplift your mood?, in an age group and gender type grouping. The question targets the variables like Empathetic Listening, Pleasure. According to the Musical Theory of self-enhancement these variables are affected if there is evidence of the following:

Identification, Self merging, Self-confirmation DMN - activation, Self - referential emotions, Positive Effect. According to the Tables 4, we can see that all of the gender agree that they experience the variables 'empathetic listening' and 'pleasure' through the factors mentioned above in the Musical self-enhancement theory. Table 4, reveals that a higher percentage of men experience a change in their mood after listening to Tamil cinema music. This is because the male gender relies on Tamil cinema music more than the female gender to uplift their mood.

Table 5. Frequency distribution on does music with a social theme make you stand up and fight for your society and its members?

Age	Yes	No	May be	Total
15 to 19	9	2	5	16
20 to 25	33	11	26	70
25 and above	7	3	6	16
Total	49	16	37	102

The Table 5, address the question, Does music with a social theme make you stand up and fight for your society and its members? (Tamil cinema popular music), in an age group and gender type grouping. The question targets the variables like.

Empathetic Listening, Social Cohesion, Pleasure. According to the Musical Theory of self-enhancement these variables are affected if there is evidence of the following.

Identification, Self/Other merging, Self-confirmation, DMN - activation, Self - referential emotions, Positive Effect, Cultural Worldview, Social Belonging.

According to the Tables 5, we can see that all of the age groups agree that they experience the variables 'empathetic listening', 'social cohesion' and 'pleasure' through the factors mentioned above in the Musical self-enhancement theory.

Table 6. Frequency distribution on does music with a social theme make you stand up and fight for your society and its members?

Gender	Yes	No	May Be	Total
Male	21	6	14	41
Female	28	10	23	61
Total	49	16	37	102

The Tables 6, address the question, Does music with a social theme make you stand up and fight for your society and its members? (Tamil cinema popular music), in an gender group. The question targets the variables like Empathetic Listening, Social Cohesion, Pleasure. According to the Musical Theory of self-enhancement these variables are affected if there is evidence of the following.

Identification, Self/Other merging, Self-confirmation, DMN - activation, Self - referential emotions, Positive Effect, Cultural Worldview, Social Belonging.

The Table 6, shows us that majority agree that Tamil cinema music has some cultural elements. But note how a close percentage is unsure especially among the older age group. This means that Tamil cinema music has lesser elements that focus on the cultural aspect of the community.

Findings

Majority of the responders listen to Tamil cinema popular music ensuring the validity of our study. The responders have some idea about the music and its elements. Majority of the responders listen to Tamil cinema popular music depending on their current mood and situation. The responders are able to sense the underlying emotion of the music. Tamil cinema popular music has lyrics that connect to the personal lives of the listeners. Tamil cinema popular music encourages people to be patriotic towards

their culture. There is a difference in taste and perception of Tamil Cinema music with respect to the Tamil culture between the age groups. Women have a higher sense of cultural patriotism in the Tamil culture but according to the table they do not think that Tamil cinema music inspires them to be culturally sensitive. Majority of the responders listen to music other than Tamil cinema popular music.

The researcher has found that music helps to express the hidden emotions of the listeners across all ages and genders. The researcher has found that music helps to express the emotions of the listeners across all ages and genders. The emotional intelligence towards music increases with the increase in age. Tamil Cinema popular music helps people to identify their mood and helps them improve it making it suitable for self-enhancement. The researcher is found the Tamil cinema popular music uplifts the mood. The researcher has found that people use Tamil cinema popular music as a self-enhancement tool. Tamil cinema popular music builds empathy towards one another and improves social cohesion. Tamil cinema popular improves the cultural world view of the listeners. Tamil cinema popular music builds social connections.

Conclusion

From the data we have obtained we can see that majority of the responders listen to Tamil cinema popular music ensuring the validity of our study majority of the responders have some idea about the music and its elements. Majority of the responders listen to Tamil cinema popular music depending on their current mood and situation. Majority of the responders are able to sense the underlying emotion of the music. Tamil cinema popular music has lyrics that connect to the personal lives of the listeners. Tamil cinema popular music builds empathy towards one another and improves social cohesion. Tamil cinema popular improves the cultural world view of the listener. The Tamil cinema popular music encourages empathy towards oneself and another. The Tamil cinema popular music encourages social cohesion, improves cultural co-ordination and cultural awareness. The Tamil cinema popular music is a self-enhancement tool which gives pleasure, improves self-esteem and encourages self evaluation through the understanding of one's current state of mind/mood.

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