

Article

Analysis of Top 50 Tamil Item Number Lyrics in the Spotify App

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A B S T R A C T

This study focuses on top 54 Tamil item number lyrics from Spotify app. This research is based on quantitative content analysis method and it was used to find out the most used words in Tamil item number lyrics. Data was collected on 54 item number song, Name of the lyricist, Name of the Movie and the year with the 15 variables. The researcher used the sexual desire theory for this paper. Thus, the researcher finds women are portrayed in negative way as an objectification and there are 205 metaphor words. The analysis includes the 54 item number lyrics are portraying the women as an objectification. Indian cinema an item number or item song is a musical number inserted into a film that may or may not have any relevance to the plot. Item song lyrics; Comparing objects, fruits, animals to various parts of the body, most used words, gender specification (male and female) in the item songs.

Keywords: Item Number, Objectification, Women as Material, Seductress

Introduction

One of the oldest and biggest cinema industries in the world is found in India. A public screening of an Indian movie took place at the beginning of 1913. It was called Raja Harischandra. A lifetime achievement award named after its director, Dadasaheb Phalke, has been given out by the cinema industry. Bollywood frequently used a female "vamp" character to give musical entertainment until the 1970s these characters would typically assume the roles of a cabaret dancer, a prostitute, or a male gangster's moll. In Indian movies during the 1980s, Silk Sumitha participated in a number of popular item dance sequences. Lyrics are expressions that a songwriter incorporates into their music. The sole objective is to express what's in their head or heart on paper.

'Item songs' offer its spectator a different expression from the earlier songs, at the same time, maintain the logic of pleasure and commercial success is one of the key

objectives. Indian cinema an item number or item song is a musical number inserted into a film that may or may not have any relevance to the plot. Item song lyrics; Comparing objects, fruits, animals to various parts of the body, most used words, gender specification (male and female) in the item songs. Also, in Tamil item song lyrics are more about the women specially, their dress code, violence towards the women, metaphor words etc. Men are treating them like, just a property or a material. An actress, singer, or dancer, especially someone who is poised to become a star, who appears in an item number is known as an item girl (there are item boys as well).

The researcher used item number lyrics content analysis in this study to examine how the song's lyrics reported on the 54 item number lyrics in Spotify app. The analysis includes the 54 item number lyrics are portraying the women as an objectification. The frequency distribution was done between the Spotify app for the Sexual, Vulgar, Phrase and

Metaphor words in the articles and to understand how the song is framed on the item number lyrics. Data was collected on 54 item number song, Name of the lyricist, Name of the Movie and the year with the 15 variables.

Review of Literature

Sexual subjectivity, in turn, is vital to sexual desire because the woman needs to be able to sense both being the object of another's want and being the subject of her own desire, according to Eugenia and Margaret Rosario (2018). (e.g., Benjamin, 1988; Tolman, 2002). Bollywood films have long used item dances for spectator enjoyment, even if they are not essential to the plot or the main narrative, according to Chanrakant Kamble and Santosh Kumar Biswal's 2022 observation. These dancing routines by ladies who are sarcastically referred to and known as "item girls" are used by seasoned filmmakers helming big-budget movies. Phrases like "jimjikka," "rangu rakkara," and "tasaku" are used in the testimonies of Praveenraj Dhandapani and Dhivya Chinnappa (2021). Phrases words like jimjikka, rangu rakkara, tasaku tasaku, etc. have no meaning (also called Rettai Kilavi in Tamil grammar) are often used in Tamil songs, as they are fun and catchy.

Male viewers are especially drawn to cabaret songs for their erotic gestures and postures, brazen lyrics, representations of item girls, Chanrakant Kamble & Santosh Kumar Biswal (2022) claim. The objectification of performing women by referring to them as "item girls" and their performances as "item songs" or "item numbers" is evident, as demonstrated by Donna Mathew's research (2020), where the word "item" is synonymous with "object."

As stated by Ravneet Kaur (2011), She affirms the common man's fantasies of transforming bodies by indulging in the choice of sculpting, modifying, correcting it through surgeries and tattooing—glorifying the body that is different, fashionable and fun. Rakhee Sawant's statement: 'What God doesn't give you, the doctor can' (Shreshtova 2011). In keeping to the research of Donna Mathew (2020), All elements of these performances – casting, costume, choreography, music, lyrics, lighting, camerawork – function primarily to maximize both the sexualization and the objectification of the performer (Mulvey, 1999). According to Priyom Roy (2020), The analysis of selected item songs, one can clearly see that there is a profound use of metaphors that are materialistic to objectify women, reducing their stature to being mere seductresses or flirts. Based on the Nita Agustina Setiwati (2008), Lyrics are not only the arrangement of words into sentence, but also the representation of the composer's emotion and intention to describe their feelings such as love, struggle, trouble, jealousy, peace, antisocial, feeling etc.

Research Methodology

The data in this study was taken through the Spotify app.

The data for the study will be like a quantitative content analysis research method with Basic study of name of the song, name of the lyricist, movie and the year of song released, perspective of women bodies, specification of gender (male and female). The researcher used item number lyrics content analysis in this study to examine how the song's lyrics reported on the 54 item number lyrics in Spotify app. The analysis includes the 54 item number lyrics are portraying the women as an objectification. The frequency distribution was done between the Spotify app for the Sexual, Vulgar, Phrase and Metaphor words in the articles and to understand how the song is framed on the item number lyrics. Data was collected on 54 item number song, Name of the lyricist, Name of the Movie and the year with the 15 variables. The researcher uses the Sexual Desire Theory.

Objectives

- To examine the positive, negative, opinion or general based on women sexual subjectivity, women in genital self-image
- To analyse the Tamil item song lyrics from the Spotify app

Data Interpretation

Table 1, Shows the variables in Top 54 Tamil Item Number Lyrics in Spotify App. This data shows the number of words used in these 15 Variables.

Table 1. Frequency Distribution of variables in Top 54 Tamil Item Number Lyrics in Spotify App.

S. No	Variables	Number Of Words
1	Sexual Words	163
2	Vulgar Words	163
3	Phrase Words	39
4	Gazing Words	18
5	Seductress Words	94
6	Staking	54
7	Materialistic Words	8
8	Violence Towards Women	48
9	Bodily Exposure	16
10	Metaphor Words	205
11	Sexual Activities	136
12	Body Movements	24
13	Make up	29
14	Smile (Content Oriented)	105
15	Common of ideal Women	30
	Body	

The Table 2, shows frequently used Metaphor words in these top 54 Tamil Item Number from the Spotify app. These terms were used like, portraying and comparing women with the objects.

Table 2. Analysis of Top Tamil Item Number Lyrics, Frequently used Metaphor in these 54 Songs

S.No	Song	Metaphors Words
1	En peru Meenakumari	10
2	Mayya Mayya	3
3	Dhoothu Varuma	0
4	Soppanasundari	1
5	Pottu Thakku	0
6	Bittu Padam Di	0
7	Mississippi	1
8	Kodana Kodi	0
9	Oru Kuchi Oru Kulf	2
10	Mannarkudi Kalakalakka	8
11	Kitta Nerungi Vaadi	14
12	Thottu Thottu Pesum	4
13	Nandoorudhu	1
14	Naa Kaakinaada	1
15	Mascara	11
16	Malay Malay	7
17	Naan Aalana	1
18	Neruppe Sikki Mukki	6
19	Azhagha Poranthuputa	4
20	Jingunamani	4
21	Sirippu En	3
22	Madhurai Ponnu	2
23	Kannitheevu Ponna	13
24	Yen Chellaperu Apple	6
25	January Matham	1
26	Kattipudi Kattipudida	1
27	Sexy Lady	0
28	Manogari	4
29	Thanni Karuthirichi	5
30	Naa Bombay Ponnu	13
31	Aasai Dosai	5
32	Kuthu Villakku	3
33	Seena Thana	1
34	Thee Pidikka	0
35	Naan Sodana Mogini	3

36	Door No 1	0
37	Kooduvittu Koodu	0
38	lala Kadai Santhi	1
39	Vellai Kuthirai	6
40	Ding Ding Digana	10
41	Oo Solriya	2
42	Soppanasundari yaru vachurukka	0
43	Kalasala Kalasala	7
44	Vada Vada Paiya	5
45	Kaakkaa Muttai	0
46	Poondhamalli	2
47	Kthala Kanala	7
48	Ennulle Ennulle	6
49	Sarakku Vachurukan	7
50	Cillax Cillax	4
51	Theeratha Villayattu Pillai	4
52	Nilla Vettum Nethiyila	0
53	Namma Kattula	0
54	Rangu Rangamma	5

Interpretation

En peru Meenakumari song from the movie Kanthaswamy (2009), Viveka is the lyricist. பம்பரகண்ணாலே means he says that her eyes keeps roaming for men. தங்கசிலை they compare the girl with the gold statue. Because, statue will be very beautiful and it is like a structure. so, they are saying like, women are beautiful like golden statue. பட்டுசூந்தரி means she is shining like, saree. நான்கத்திரி means the lyricist comparing her with the brinjal. நான்குமாதம் means totally we have 12 months. In that I am the 1st. நான்காவிரி means I am wont be in one place I will travel like a Kaveri. I will change one place to place. நான்மூந்தரி means the lyricist comparing her with the cashew which we use for the sweets. நான்தீபொரி means she is like a fire. சன்னகைசேரி means the lyricist comparing her with the sweet.

Maiya Maiya song from the movie Guru (2006), Gulzar is the lyricist. சீனி means the sugar. Here the lyricist comparing her with sugar. கடல் comparing her with the sea. தங்கம் mean the lyricist is comparing her with the gold. Gold is a priceless. So, here they are saying like, the women are priceless.

Dhoothu Varuma song from the movie kaakha Kaakha (2003) Thamarai is the lyricist. There are no metaphor words in this song.

Soppanasundhari song from the movie Veera Sivaji (2016) Arunraja Kamaraj is the lyricist.

சொப்பனலோகத்தின்தேன்தானே means the lyricist saying like, women are like, Honey.

Pottu Thakku song from the movie Kuthu (2004), Vaali is the lyricist. ஏறா means he is comparing her with the fish. புறா means the lyricist comparing her with the dove. நிலாவட்டம் mean he is comparing her with the moon. Because the women will be more beautiful like, moon. வறுத்துவச்சம்னா means he is comparing her with the fish fry. பீர்போலம்பு ஏத்துற means he is comparing her with the beer and alcohol.

Pittu Padam Di song from the movie Thrisha illana Nayanthara (2014), Rokesh is the lyricist. There are no metaphor words in this song.

Mississippi song from the movie Biriyaani (2014), Vaali is the lyricist. பித்தம்தணிக்கு மல்லென் means he is comparing her with the lemon which will reduce the bile.

Kodana Kodi song from the movie Saroja (2018), Vaali is the lyricist. There are no metaphor words in this song.

Oru kuchi Oru kulfi song from the movie kalakalappu 2 (2018) Rokesh, Saravedi Saran, Hip-hop Tamizha, are the lyricist. பிளாஸ்டிக் ரைசா means he is comparing her with the plastic rise. பிரியாணிநீ mean she is comparing her with the biriyani which will give the taste.

Mannarkudi Kalakalakka song from the movie Sivappathigaram (2006), Pa. Vijay is the lyricist. அம்மிகல் means he is comparing her with the kitchen property. வேலி means he is comparing her with the fence. திருவிழா he is comparing her with the festival which we can that time. வாய்க்காலா, பனமைரம் means he is comparing her with the palm tree. பஞ்சாரமா means is comparing her with the bed. தரமேடே means he is comparing her with the land. முந்திரிகாடா means he is comparing her with the cashew.

Kitta Nerungi Vadi song from the movie Dhisyum (2006), Vaira Muthu is the lyricist. சிலடேடும்புதுகுகாரி means he is comparing her with the slate. சாக்லடே he is comparing her with the chocolate. Because, she is sweet. தக்கை உடம்பு means he is comparing her with the teak tree which is very strong. புயலா means comparing her with the storm. வயலா also he compared with the field. பிரியாணி he is comparing her with the biriyani which will give the taste. தவா, மதுவா means he is comparing her with the alcohol. பணமா means is comparing her with the money. மயலா also comparing her with the rabbit.

Thottu Thottu Pesum song from the movie Edhirum Pudhirum(1999), vaira Muthu is the lyricist. இளம்கிளிப்போல் means he is comparing her with the parrot which is very beautiful. பாலில் உள்ள சீனி means he is comparing her with the sugar. பூ also comparing her with the flower.

Nandoordhu song from the movie Nedunchalai (2013),

Mani Amuthavan is the lyricist. There are no metaphor words in this song.

Naan Kakinaada song from the movie Sindhanai Sei (2009), Rokesh, Saravedi Saran, Hip-hop Tamizha are lyricist.

Mascara song from the movie Salim (2014), Priyan is the lyricist. சுகரு mean she is comparing her with the sugar. also compared with the fire. He is saying like, women are fire. பிவரெ also he compared with the fever. அலதலும்புறகடல் also compared with the sea. மதெகுறபடகா means he is comparing her with the boat. also he compared with the ac. Which give the coolness. கரோல்டு also he compared with the gold. சில்வர் and டமைண்ட் he compared with the silver and diamond. சிலை means he is comparing her with the statue.

Malay Malay song from the movie chocolate (2001), There is no information about the lyricist in this song. சிலை he is comparing her with the statue. மெழுகுசிலை also he compared with the wax statue. வணைகலசிலை means he is compared with the bronze statue அஞ்சுவகைபொன்னால சஞ்சுகண்ணானசிலைநான்தானே means he is comparing her with the golden statue. எழுமலை, எலந்தமலை, பரங்கிமலை also he is compared with the mountain.

Naan Aalana song from the movie Ithu Namma Aalu(1988), Vaali is the lyricist. ஆளானதாமரை means he is comparing her with the lotus.

Neruppe Sikki Mukki song from the movie Vettaiaadu Villaiyadu (2006), Thamarai is the lyricist. சிக்கி முக்கி நெருப்பே he is comparing her with the fire. கனியே also he is compared her with the fruits. மணியே also he compared her with the bell. மழையே he is comparing her with the rain which will give good feel to the people. வயிலே also he compared with the sunny and hot. பனியே means he is compared her with the mist.

Azhagha Poranthuputa song from the movie Siruthai (2010), Viveka is the lyricist. சந்தனகட்ட means he is compared her with the sandal wood. லவங்கப்பட்ட means he is comparing her with the Lavanga leaves தனே he is comparing her with the honey. பழத்தபழம் he is compared her with the fruit.

Jingunamani song from the movie Jilla (2013), Viveka is the lyricist. வணைகலசின்னி, வடெகோழிகொழும்பா means he is comparing her with the chicken gravy. எர்த்குவிக் means he is comparing her with earth quake. வாட்டர்மெலன்கேக்கு means he is compared her with the water melon cake.

Sirippu En song from the movie Anjaan (2014), Viveka is the lyricist. ரயெயின்போதேகம் means he is comparing her with the rainbow. டுயல்சிம்கார்டு also he is comparing her with the sim card.

Madhurai Ponnu song from the movie Billa 2 (2012), Na Muthu Kumar is the lyricist. மல்லிகைபூ he is compared

her with the jasmine flower. மரிகொளுந்து he is also compaerd her with the flower which gives fragrance.

Kannitheevu Ponna song from the movie Utham Sei (2011), Kabilan is the lyricist. கன்னிதீவ means he is compared her with the island கட்டறும்புகண்ணா means he is compared with the ant. கட்டுமரதுடம்பு means he is compared with the oar. மாசிகருவாடு mean he is comparing her with the dry fish. வானவில்லுரோடு also he compared her with the road. சுவீட்டுப்பீடா also he compared her with the sweet beeda. காலிசோடா mean she is comparing her with the banta. பன்னீர் means he is comparing her with the rose water. வண்ணிலாகேக்கு he also compared her with the vennila cake. தாயகட்டநீ means he is comparing her with the dies.

Yen Chellaperu Apple song from the movie Pokkiri (2007), Pa. Vijay is the lyricist. குதிரை he also compared her with the horse. கத்திகப்பல் means he is comparing her with the boat. ஆப்பிள் also he compared her with the apple. ஊட்டி also he is compared her with the Ooty. டாவின்சிகோடு, மாடனஹைக்கு also he is comparing like, Morden haiku.

January Matham song from the movie 7G Rainbow Colony (2004), Na Muthu Kumar is the lyricist. பூக்கள் he is comparing her with the flower.

Kattipudi Kattipudida song from the movie Kushi (2000), Vaira Muthu is the lyricist. கல்லூரி also he compaerd her with the college which we learn.

Sexy Lady song from the movie Ninaithale Inikkum (2009), Priyan is the lyricist. There are no metaphor words in this song.

Manogari song from the movie Baahubali (2015), Madhan Karky is the lyricist. மூரல் means ஆரல், மகேத்துண்டு means he is comparing her with the cloud. காந்தல்பூ also he compared her with the flower.

Thanni Karuthirichi song from the movie Yennai Theriyuma (2008), Vaali is the lyricist. வாசமல்லை means he is comparing her with the mullai flower which gives fragrance. மல்லிபூ he compared her with the jasmine flower. means the bed. அட்டை, ரோசாபூ mean she is comparing her with the rose flower.

Naa Bombay Ponnu song from the movie Vedi (2011), Viveka is the lyricist. மண்ணாறு means he is comparing her with the Munnar which is the travelling place. பாலாறு means the river. தண்ணீர் he also compared with the water. சாம்பூராணி means he is comparing her with the which gives the fragrance. பல்லுபட்டாணி means he is comparing her with the green peas. ஆல்கஹால் mean she is comparing her with the alcohol. ஆட்டப்பாஸு means he is compered her with the goat teeth. தோளூ means he is comparing her with the scorpion. மத்தளம் means he is

comparing her with the musical instrument. மாடபூறா also he compared her with the dove. கண்ணாடி he also compared her with the mirror.

Aasai Dosai song from the movie Paramasivam (2006), Na. Muthu Kumar is the lyricist. ஜவளிகடலை, ரஷேன்கடலை, வட்டிகடலை, இரூட்டுகடலை he also compared her with the dress shop, rasion shop, interest shop. சந்தனகட்டை means he is comparing her with the sandal wood.

Kuthu Villakku song from the movie Tamilpadam (2010), Kannan is the lyricist. பஞ்சு means he is comparing her with the cotton. ஐரமீன் also he compared her with the fish. கோழி also he compared her with the hen.

Seena Thana song from the movie Vasool Raja MBBS (2004), Vaira Muthu is the lyricist. தனே he also compered her with the honey.

Thee Pidikka song from the movie Arinthum Ariyamalum (2005), Pa. Vijay is the lyricist. There are no metaphor words in this song.

Naan Sodana Mogini song from the movie Payum Puli (2015), Vaira Muthu is the lyricist. மோகினி means he is comparing her with the ghost. மாங்கனி means he is comparing her with the mango fruit. பழம் also he compared her with the fruit.

Door No 1 song from the movie Thozha (2015), Ramajogayya Sastry is the lyricist. There are no metaphor words in this song.

Kooduvittu Koodu song from the movie Bogan (2016), Madhan Karky is the lyricist. There are no metaphor words in this song.

lala Kadai Santhi song from the movie Saravanan Irukka Bayame (2017), Yuga Bharathi is the lyricist. பாசிபயறு mean she is comparing her with the green gram.

Vellai Kuthirai song from the movie Bongu (2017), Kabilan is the lyricist. வள்ளைகுதிரை means he is comparing her with the white horse. மானாமதுரை mean he is comparing her with the Madurai. வத்தெலபாக்கு he is comparing her with the betel nut. வட்டுக்காளி he also compared her with the grass hopper. வடெகோழி means he is comparing her with the hen. தண்ணிலாரி also he compared her with the water truck.

Ding Ding Digana song from the movie Attu (2017), Yoki Praveen is the lyricist. பச்சைகளி means he is comparing her with the green parrot. பாணிபூரி he is comparing her with the pani poori. தண்ணிலாரி he is comparing her with the water truck. . சந்தனகட்டை means he is comparing her with the sandal wood. கொய்யாபழம் means he is comparing her with the guava fruit. சுவீட்டு he also compered her with the sweets. லோக்கல்ரோடு he also compared her with the local road. ஹைவேரோடு and also he compared her with the highway road. பஞ்சுமிட்டாய் mean she is

comparing her with the cotton candy which gives the taste.

O Solriya song from the movie Pushpa (2021), Viveka is the lyricist. சீனிசக்கரகைட்டி He used 4 sexual words in this song. mean she is comparing her with the sugar. சட்டிநாடாசிக்கன் he compared her with the halva.

Soppanasundari yaru vachurukka song from the movie Chennai 600028 (2016), Venkat Prabhu is the lyricist. There are no metaphor words in this song.

Kalasala Kalasala song from the movie Osthe (2011), Vaali is the lyricist. பாம்புஅல்வா, நெல்லிக்கா, பட்டு, சிட்டி, கள்ளிருக்கும்சீசா, சந்தேனே, வள்ளிநிலா

Vada Vada Paiya song from the movie Katcheri Arambam (2010), There is no information about the lyricist for this song in social media. நாவல் mean she is comparing her with the naval. நட்சத்திரதலவல் also he compared her with the stars. ஆப்பிள் also he compared her with the apple. சீனி and he compared her with the sugar. சட்டிநாடாசிக்கன் he also compared her with the chetti nadu chicken.

Kaakkaa Muttai song from the movie Vellakkara Durai (2014), Yugabharathi is the lyricist. There are no metaphor words in this song.

Poondhamalli song from the movie Thadaiyara Thaakka (2012), Vaali is the lyricist. மல்லி, பந்தமல்லி mean she is comparing her with the jasmine flower.

Kthala Kanala song from the movie Anjathe (2008), Kabilan is the lyricist. கண்களின்னலில் mean she is comparing her eyes with the windows. லலாக்கா also he is comparing her with the earrings. பல்லாக்கா mean she is comparing her with the palanquin. பஞ்சாரம் he also compared her with the bed.

Ennulle Ennulle son from the movie Mouna Ragam (1986), Vaali is the lyricist. There are no metaphor words in this song.

Sarakku Vachurukan song from the movie Shahjahan (2001), Vaira Muthu is the lyricist. சீனாபட்டு mean she is comparing her with the China silk saree. அல்வாபட்டு mean he is comparing her with the halva. சூயில் mean she is comparing her with the cuckoo. மார்கழிவயெயில் means he is comparing her with the sunny days. கோழி he also compared her with the hen.

Cillax Cillax song from the movie Velayudham (2011), Annamalai is the lyricist. உருட்டாகட்ட mean she comparing her with the wood. மோகினி he also compared her with the ghost.

Theeratha Villayattu Pillai song from the movie Theeratha Villayattu Pillai (2010), Vaali is the lyricist. மயிலை he also compared her with the peacock. தேன் and he compared her with the honey. பூ he also compared her with the flower. பொன் also he compared her with the gold.

Nilla Vettum Nethiyila song from the movie Desingu Raja (2013), Yuga Bharathi is the lyricist. There are no metaphor words in this song.

Namma Kattula song from the movie Pattiyal (2006), Pa. Vijay is the lyricist. There are no metaphor words in this song.

Rangu Rangamma song from the movie Bheema (2008), Pa. Vijay is the lyricist. தங்கம்பாய்மரமே he also compared her with the golden mat. நாங்கூரமே mean she also compared her with the anchor. மாஸும் he also compared her with the sailor.

Findings

From 54 songs the researcher had find 15 different variables. From these 15 variables the majority are metaphor words and vulgar words in sexual bases. Metaphor words are totally 205 and the Vulgar words and Sexual words are 163. Item song lyrics; Comparing objects, fruits, animals to various parts of the body, most used words, gender specification (male and female) in the item songs. The researcher has found most of the item songs are portraying women as the objectification and as a material, seductress The researcher has found the majority of the item number lyrics as gender inequality. Women are sacrificing herself (object)of another desire. In item number lyrics is portraying women in negative way.

Conclusion

The researcher found the result of the Tamil Item Number Lyrics are comparing women with the metaphor words (205). Also, In these song Lyrics are portraying women in a negative way.

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