COVID-19 PANDEMIC AND SOCIO ECONOMIC ISSUES : AN EXPERIENCE OF SRI LANKA

Department of Economics and Statistics
Faculty of Arts and Culture
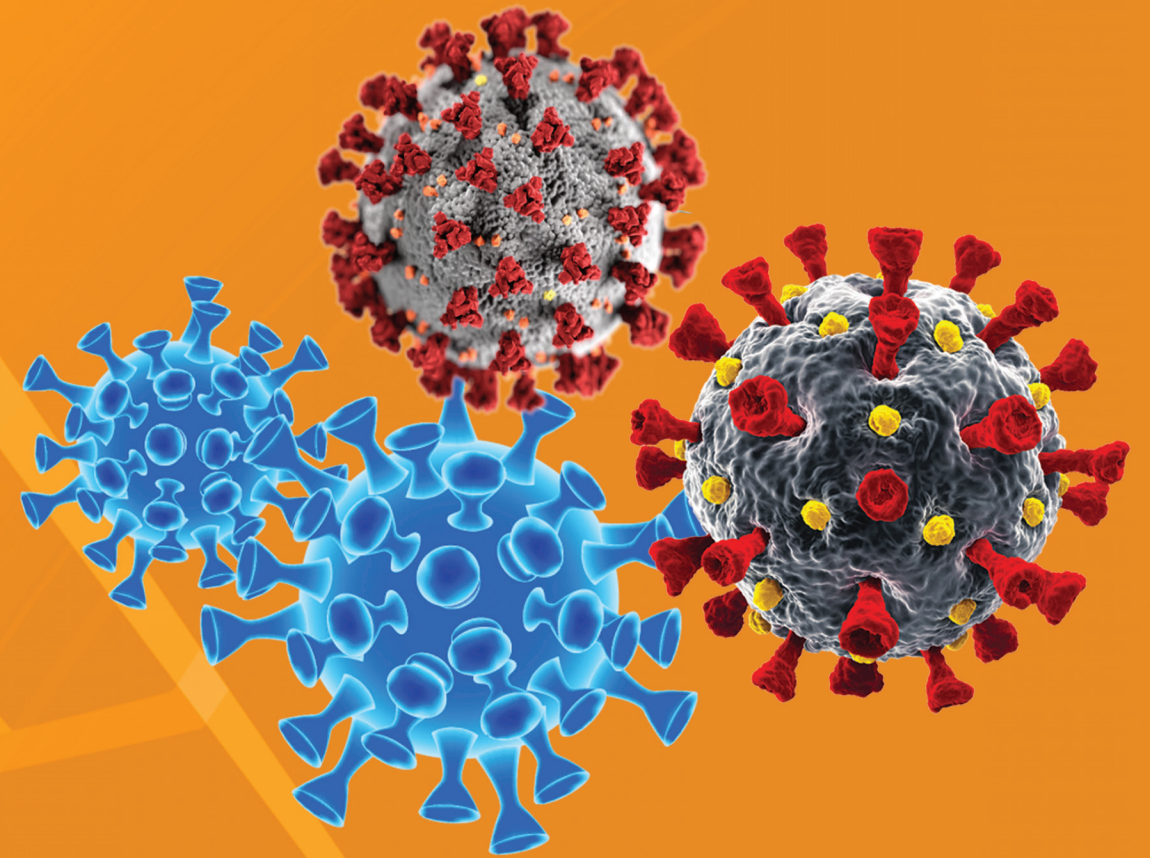**South Eastern University of Sri Lanka**
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PREFACE

This book covers of papers by expert academics, scholars, and practitioners from Sri Lanka on the current topics like COVID-19 pandemic. The experience from both socio-economic and cultural values indicates the importance of global dimension of Social Sciences and Humanities through research and innovation. There appears to be ever-increasing status of revolution leading to nonstop progress of societies and humanities. Meanwhile, COVID-19 creates reduced production, increased cost of living, death, and fewer opportunities for consumption of the countries. Thus, these chapters of volume intend to bring together the interrelated topics related to the impacts and determinants of Corona virus across the various geographic region of Sri Lanka. This volume relates to the different topics associated with the field of COVID-19 pandemic in Sri Lanka.

In the first chapter, W.P.T. Dilrukshi, S. K. Illangarathne, and W. M. P. G. K. T. Wanasinge examine new online user service initiatives of public libraries during the Covid-19 shutdown period in Sri Lanka. This study revealed that public libraries faced a number of challenges in providing services to their users. This paper suggests that encouragement and support for the public libraries are boost by funding and increase productivity and satisfy users through digital platform.

The Second chapter by J. Sujeeva presents the impact of Covid-19 on local economy of Arugam Bay with a special focus on surf tourism. This chapter is aimed at examining socio economic impact of the pandemic during the first two quarters of 2020. The covid-19 pandemic has completely disrupted surf tourism and related tourism sectors of the value chain in Arugambay, Sri Lanka. Based on this study, the researcher develops two policies such as support firm level initiatives to overcome the challenges of Covid-19 and improve institutional support system at district, provincial, and national level.

Third chapter by J. S. F. Sajla offers the changes in the behavior and attitudes of household members due to Covid-19 lockdown based on Hathbothiya- Dehiwela, Sri Lanka. Objective of this study is to find

out the challenges of Covid-19 on human behavior and their attitudes among Sri Lankan community. This chapter estimates the changes of household member's behavior and life style during the pandemic period. And also the way of living has changed histrionically due to the Corona disease in the research area.

In the chapter 4, A. M. M. Hazib, I. Saujan, A. N. M. Nawas, and M. J. F. Safna analyze the online teaching during the period of restrictions due to Covid-19 pandemic at Sammanthurai, Sri Lanka. Due to the result of pandemic, the teachers are suddenly faced with the challenge of how to continue their students' physical or face to face learning. They claim that the experts have established an e-learning approach to the safe and comfort of both parties and online learning platform recognized by the Sri Lankan government. In this qualitative study, 250 primary data are used and it is found that the teachers face immense difficulties in classroom time and teaching skills to the learners. This chapter, therefore, suggested a set-up of new classroom with internet and modern facilities to defend from the similar pandemic in the future.

The fifth chapter denoted by A. R. F. Shafana and A. F. Musfira analyses students' opinion on the use of virtual learning environment based on South Eastern University of Sri Lanka. They emphasize that during the post- corona situation, virtual learning environment (VLE) and a web-based application have emerged as important tools in the higher education system of Sri Lanka. This chapter has measured the opinions of students under several viewpoints in incorporating the VLE into their face to face mode of study. It is found in the study that the students are in positive attitudes in the use of VLE to undertake their studies than traditional mode of teaching-learning process. And they suggest that vital measures are to be taken in order to expand the active participation of VLE mode.

In the 6th chapter, M. B. F. Jemziya and P. Sivarajah examine the public awareness on the facts of cancer in Eastern Province, Sri Lanka. The results show in the context of adult population of ordinary public employed throughout the survey. Based on the output, Batticoloa people heard about cancer somehow higher than other two districts like Ampara and Trincomalee in Sri Lanka. Further, they find out that common cancer and breast cancer are mostly identified by the defendants. They suggest, finally, the public of all three districts have

to be driven towards overcoming the cancer incidences in future and suitable way of measures and awreness.

In 7th chapter, S. J. Dinesh Koduthor examines social representation in Tamil cinema-life of fisher folk and challenges by using primary and secondary data with comparative and content analysis. Major aspect of this study is to analyze about how fisher folk are portrayed and to identify the language variation of fisherman and district features of fisher folk as illustrated in Tamil film. Results show the life of fisher folk and specify the way to find out the resolutions for their challenges.

The 8th chapter by V. Vasantha and A. A. Jeyapiratheeba examines impact of the corruption on Gross Domestic Production (GDP) of Sri Lanka by using an econometric analysis. They used cross sectional data with Augmented Dickey Fuller test for the key purposes of identifying the effect of the corruption on GDP (at constant prices) of Sri Lanka. The findings are reflecting that the corruption index, total capital formation, and the size of the population are positively significant with 10 and 1 percentage level. Hence, they pointed that the policy makers should give importance to the GDP related decision or policy making through size of population, corruption, and total capital formation.

The 9th chapter of this book has been merged by P. V. M. Karunaratne and J. K. Kulasekara. They reflect on the 'denim and youth': Sri Lankan youth's preference for denim garments. This study is connecting the link between consumers and designers who create designs by using denim fabric. Therefore, the objectives of this study pursue to examine the innovative development of denim in the local market, and explore the consumer awareness of new development in the fabric. This study tells that consumer awareness about the innovations of denim garments has a strong impact on their buying performance. Further, they explained the several product dominated factors identified, which affected the consumer decision of purchasing denim garments.

The 10th chapter by N. Subraj explains that the Hindu religion affirm the gender equality based on Thirunavukkarasar's songs. The purpose of the study is to identify how Thirunavukkarasar's song differs from Jainism. The researcher has sympathized that Janis's song does not give importance to women. They strongly said that those who are born as women don't have spiritual freedom. However, Thirunavukkarasar

totally rejected this type of thought and he encouraged women and further he emphasized gender-balance in his songs. According to the findings, Thirunavukkarasar has used the devotion and gender-equality as weapon versus Jainism.

The 11th chapter is underwritten by M. Riswan and R. K. Bushra Beegom. Participatory approach for community development-conceptual analysis is used in this paper. This paper discussed on the concept of civic involvement and its significance for the community development. For this, they have used secondary data and aimed to focus on empowering local and marginalized community. The researchers found that local and marginalized people were getting more benefits from the development project other than the wealthier. The paper suggested higher involvement of local community in all type of development programs implemented by government or non-government agents, to achieve real goals of the schemes.

In the 12th chapter by M. T. Rifka Farwin and Lumna Noohu expounded under the theme of role of local government in solid waste management based on Yatiyanthoda, Sri Lanka. The main objective of this study is to analyze the problems and challenges faced by the Yatiyanthoda local government in the implementation of proper solid waste management (SWM). For this, they used both primary and secondary data. The results show that due to the socio-economic and environment conditions, the implemented SWM has not successfully benefited to the society. Finally, the researchers give a policy recommendation as an efficient and effective manner in the field of green environment at Maththamagoda zone in Sri Lanka.

We are thankful to the authors for making their studies available for this edited volume. We honestly hope that the studies comprised in this book will motivate academic debates and lead to further analytical advances in the domains of innovation and socio-economic issues.

Editors.
23.10.2021

ACKNOWLEDGEMENT

This book presents the selected topics as the best papers in the 9th South Eastern University International Arts Research Symposium -2020 (SEUIARS-2020). It provides an outstanding forum to bring researchers from different disciplines, and industries to a common platform to disseminate their findings. Exchange knowledge, create constructive dialogue, and build partnerships on a wide variety of topics to support sustainable development in our society and country.

We wish to express our profound gratitude and appreciation to the Vice-Chancellor of the South Eastern University of Sri Lanka for his support. We take this opportunity to thank the Dean Faculty of Arts and Culture for his motivation. We also thank all Faculty Board members to approve this publication. A special thanks go to the authors of the chapter of this book who have always been with us and do the correction on time.

We also immensely grateful to the editorial board, the penal of reviewers, members of the organizing committee chairpersons of the sessions, the contributors and members of the various sub-committees as well as everyone who helped to select the best papers in SEUIARS2020. Finally, We want to acknowledge all the people who helped directly and indirectly to print this book.

Editors.
23.10.2021

CONTENTS

CHAPTER 07

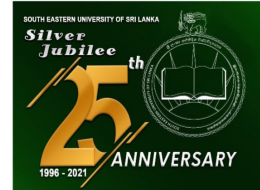## Social representation in Tamil Cinema: Life of fisher folk and challenges.

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Abstract

Fishermen are known for their hard work. They are confident enough to face any hostility with courage. Particularly, many distinct features can be seen among the fisher folk with literary and artistic appreciation. Tamil cinema has not failed to capture such fishing community/fisher folk. The fisher folk and the challenges faced by them are structurally visualized in Tamil cinema as a theme, a story and plot. The key intention of this research is to analyze about how the fisher folk is portrayed in Tamil cinema. This study is intended to identify the dialect variation of fisherman/unique jargons of fisherman, distinct features of fisher folk as depicted in the Tamil films and to demonstrate the obstacles, background of the challenges faced by them and to find out the reasons for the portrayal of them in Tamil cinema and the solutions for them. Tamil films which reflect the particular society have been used as the primary data of this study and film criticisms, books, research books, articles and research articles related to the theme of this study have been employed as secondary data. Comparative and Content analysis have been used to demonstrate the life of the fisher folk and the challenges faced by them and Tamil films are occupied as a source for this study through Content analysis. These studies will help to understand the life of the fisher folk and indicate the way to find out the solutions for their challenges.

Key words: Film, fisher folk, Portrayal, society

7.1. Introduction

Cinema is one of the wonders of the serious world. The individuals who see it just because get excited and wonderstruck. The specific presentation of people and things are a victory of Science and Technology. Cinematography is the dream of development by the recording and resulting in a fast projection of numerous still photographic pictures on a screen. Initially, a result of nineteenth-century logical undertaking, film has become a medium of mass entertainment and communication, and today it is a multi-billion-pound industry. From the start, or anywhere a screen could be set up and a room darkened. Subjects included local scenes and activities, perspectives on unfamiliar grounds, short comedies, and newsworthy events. The films were joined by lectures, music and a lot of audience support. In spite of the fact that they didn't have synchronized dialogue, they were not 'silent' as they are sometimes described.

Be that as it may, the recreational side of the films simultaneously ought not to be dismissed. It is basic to have a decent story, great talk, great landscape, great photography, and great music and tunes in a film. Only somewhat more thought and understanding can help. It is acceptable that now in numerous film houses; significant matches have moreover appeared on the big screen.

Film in social relations

From the historical backdrop of the world, we find that Hitler and Mussolini understood the significance of cinema as a powerful ideological weapon and utilized it to facilitate their political advantages. If the fundamental character of the cinema is to bring out real factors, it from the outset shows up liberated from any subjective judgment. In any case, cinema is a medium acting inside individuals' perception- and aspect of their physical, mental, social, and political context.

From a sociological point of view, the media assume a significant part in practically all aspects of daily life. Anyway, their influence is not restricted to what we know. The sociological centrality of media reaches out past the substance of media messages. Media additionally influences how we find out about our reality and communicates with one another. That is, mass communications are bound up with the cycle of social relations.

Cinema as an ideological tool

'The rationalistic connection among cinema and politics could be seen

from in any event two alternate points of view. As specified by one perspective, film as a 'reflector' or a 'window' or a 'validator' of the socio-political and social structures of a given society is essentially political. The other perspective spares the term 'political' to a particular class of films portrayed by a power struggle both in technique and substance.

"All films are political. But all films are not political in the same way," observes Wayne. Not all films bend equally political, notwithstanding. While each film is political in the most nonexclusive sentiment of the term, just a few films are specifically in political ideology. Such films are utilized for explanations behind propaganda or more radical socio-political change. Incomprehensibly, 'political films' in this particular sense can be utilized as an extreme instrument to keep up the foundation and at the same time to undermine the framework.

Film: the Directors' medium

A movie director is an individual who directs the creation of a film. A film director controls a film's artistic and sensational perspectives and imagines the screenplay while managing the specialized group and actors in the satisfaction of that vision. The film director has a key part in picking the cast individuals, creation plan, and the innovative aspects of film making. Under European Union law, the director is seen as the creator of the film. The film director guides the cast and team and makes a general vision through which a film, in the long run, gets acknowledged, or noticed. The film director should have the option to mediate contrasts in creative ideas and remain inside the limits of the film's budget.

There are numerous pathways to turning into a film director. Some film directors began as screenwriters, cinematographers, film editors, or actors. Other film directors have studied at a film school. Directors utilize various methodologies and approaches. Some diagram a general plotline and let the actors develop dialogue; while others control each perspective, and request that the actors and team members to directions decisively. A few directors additionally compose their screenplays or work together on screenplays with long-standing composting accomplices.

7.2. Literature review

Venkataraghavan Manjula. (2015), analysed about the Indian films and they have been a mirror to the multidimensional nature of the subcontinent, be it in its portrayal of Indian culture, religion, society,

classes, casts, politics, or language. In this research paper researchers have endeavours to analyse at the portrayal of a minority community in India.

Rita Ray. (2013), talks about the state of India and its economic cycle through the theme of the film of Slum dog Millionaire. The researcher builds up a list utilizing three advancement rules: poverty and pay imbalance; individual freedom and gender equality; democracy and freedom. This list is utilized to measure the range of improvement subjects and yearly normal score of 2345 Bollywood films somewhere in the range of 1980 and 2010 Pp. 36 – 47.

Braswell Michae.(2010),stated a picture worth a thousand words: educating peacemaking and equity topics in a films studies Michael bras well east, Tennessee, state college this article talks about how exemplary, and contemporary films can be utilized to inspect equity and peacemaking subjects in personal, social, and criminal equity settings.

Martin Sopocy,(1979) state Edison films were seen by each client in turn in Kine to scope machines, it was difficult to consider them anything besides photos: a picture (say) of a man wearing a boater in which the subject moves in the direction of you out of now here and offers his appreciation. A supernatural occurrence has occurred: for a moment the photo has come to life.

7.3. Methodology

This research has done with the quantitative and qualitative method including interview to collect data and with those data the researcher has done comparative and content analysis to find out the results for these research questions. According to that, the researcher has focused some factors throughout this research as operational definitions; those are Fisher's life with the poverty line, love & marriage, Religion, structure of caste, level of education, travelling, language, and family life. The first one is fishers' life. From the historical period to modern period, the novels, literatures, and films are representing fishers' life and coastal area issues in a general way. So, in that way, the cinema is a media, which portrays their life as an alternative way. Poverty functions as a main role among their life. Directors also concentrate their selves on that. For instance, in the selected film of Mariyan, the hero aborts his fishing & goes to other country (foreign) to earn. In the film Sura, the coastal area people are living in a small cottage. And in the film of

Citizen the entire village was wiped off including women and children by the three kidnapped officials because of their greed for power and money. But government officials are not considering that as an incident. The main reason would be the money and power.

7.4. Theoretical background of the study

Auteur theory

Film analysis essentially manages - Auteur Theory, because the films are predominantly founded on the producer or director's consciousness, perception and process. Therefore, this study employed the auteur theory as its one of the theoretical frameworks.

Auteur theory holds that a director's film reflects the director's very own inventive vision as if he or she was the primary – auteur. The creation of a film is a part of an industrial process; along these lines, the director's voice is sufficiently particular to sparkle all through the film. Auteurism is the utilization of auteur theory to analyze films or to understand the characteristics that recognize the director as an auteur. The film director-auteur writes with his camera as writer writes with his pen. The advanced film industry would be a personal one, and technology, team and cast would be no more than instruments in the artist's creative process.

Dependency theory

The film directors used to apply the dependence of the contemporary issues to portray in films. As per that, the researcher utilizes the Dependency theory as another theoretical framework to investigate the dependence on current and local issues in the scope of the research.

Dependency Theory was developed in the last part of the 1950s under the guidance of the Director of the United Nations Economic Commission for Latin America, Raul Prebisch. Prebisch and his colleagues were disturbed by the fact that monetary development in the serious industrialized nations did not necessarily lead to development in the more unfortunate nations. In fact, their examinations recommended that monetary action in the richer countries frequently prompted serious economic problems in the poorer countries. Such a possibility was not anticipated by neoclassical theory, which had assumed that economic growth was beneficial to all (Pareto optimal) regardless of whether the benefits were not always equally shared.

7.5. Objectives of the study

The main objective of this study is to analyze about how Tamil films are portrayed or represented in the sense of expressing fisher's life & their life style in a general manner. Plot will be more attractive through the theme and setting of the cinema. Even Tamil cinema has risen based on the new stories, new theme, the main theme of the fisher's life and coastal area's stories.

7.6. Research questions

How do the films (based on fishing) portray the life style of the fishers? What are the strategies used in films to express the difficulties of their life style and their residence (coastal areas)?

7.7. Hypothesis of the study

The hypothesis of this study is, the films which were directed by south Indian film directors, they talk about much more variety of themes even including about the fisher's life. But in some time, they failed to portray some matters of fisher's life and coastal area issues in an appropriate way.

7.8. Scope of the study

The scope of this study is that, the films were selected which released after the year of 2000. In that way, more Tamil cinema has the theme of fisher's life in a partial way or fully. According to that, the researcher has selected nine films which were released after the year of 2000.

Theme is a main part and important role of a film, and its function as a life of a story. Selected films are: Citizen, Mariyan, Kadal, Neerparavai, Irudhisuttru, Sura, David, Richchi, and Singampuli.

7.9. Data collection and data analysis
Primary data collection

The basic data for the research has been collected (DVD format) and watched by the researcher three times according to the defined categories in descriptive analysis. Citizen, Mariyan, Kadal, Neerparavai, Irudhisuttru, Sura, David, Richchi, Singampuli.

Secondary data collection
Already available or existing data come under the secondary data. Web and book sources have been used as secondary data for this study.

Likewise journal, research articles, dissertations, movie review, movie ratings, essays, research papers, books were collected by the researcher from the internet. The secondary data for this study have been collected from the internet sources, essays, journal articles, books, film analysis and reviews.

7.10. Results and discussions

This research is based on the topic of 'Social representation in Tamil Cinema: Life of fisher folk and challenges' with the basis of the stories which basically evolved from the theme of fisher's life and coastal area. Theme and plot are the basic fundamental of a story. If a director chooses same plot or same theme that will create the distractions and they will lose the interests in his film. New themes always create more interests from the viewers. In that way, this research based on the theme of fisher's life and difficulties, challenges which they face in their day to day life. Films which were released based on the theme of fishers' life, their livelihood, profession, language, culture and coastal area, also received more points of speeches among viewers.

The themes about fisher fork are an underlying message, idea, or concept that motivates characters to behave the way they do. An author may start a work with a theme in mind or may write to a theme unconsciously. The theme about fisher folk can also be seen as the moral of the story. There are main theme and sub themes. And story based on fisher fork somewhere have one main theme with many sub themes as well. The settings of the films about fisher fork are more than simply a geographical location or time period that makes a nice backdrop to a story. It is just one area of the 'visual systems' that affects the creation and reception of a film. As a single element the set houses all other elements which are in fisher fork based film such as characters, props, etc. thus it is important that filmmakers understand the importance of setting in production and overall film design. A film setting not only functions as a backdrop for the film, or a container for the action taking place but it goes further to reflect the themes and mood, style, and emotions of a film as well as indicating the historical or geographical context of the production. Those things audience can find in these films. Films about fisher fork explain about the life of the fisher folk and how they suffer to live. In other words, film setting should communicate to the audience, creating dramatic action, causing tension, and a signifier of meaning.

It is an integral part of the whole production process, it is disheartening to see sets that are poorly convinced, which lack coherence and are given a poor second place in production. Films based on the lives of fisher folk are none too uncommon. Even some of the prominent ones, both past and future. MGR in Padagotti epitomized a fisherman in his days and Kamal's Kadal Meengal will go down in history for the beautiful songs of Isaignanillayaraja. While Ajith portrayed the anguish of fishermen in Citizen, Vijay tried to be their savior in Sura. Jiiva followed it up in his SingamPuli. The latest in the list, Seenu Ramasamys Neerparavai is creating a lot of buzz already and is a story based around the fishing community. Rumour has it that while Dhanush is poised to play a fisherman in his Mariyaan, Vikram is also playing one in the film of David. Maniratnam's most anticipated movie Kadal is set in the coastal region of Tamil Nadu and it is to also revolve around the fishing community.

Films about fisher folk talk about mirror society. Since media are a fundamental aspect part of fisher folk communities lives, they create a great deal of notable interest and discussion. Sociological perspectives request us to consider the capacity from media in our individual continues with (the micro-level) concerning social forces, for instance, economy, legislative issues, and technological development (the full-scale level).
Films give society an unprecedented strategy to see vintage style including how to wear period ornament that goes with the articles of clothing; moreover, it provides the overall population a viewpoint on performers portraying wartime heroes, extremists, or gangsters which may influence people human behavior. Further, they convey lots of messages to society, a couple of films for entertainment, some offer the social issues and current issues, and others reflect the social values and norms, a few films motion severe practices, and some of them are for children, so on.

The utilization of films about fisher fork as an instructing asset is reasonable for interdisciplinary education since films speak about innovative conjectures and forecasts on future human culture, helping general society acknowledge what could happen in the future. By using these films in guidance, students can be prepared to understand the significant highlights. A fisher fork film containing a human story is a proper model for the interdisciplinary methodology showed previously.

Films about fisher fork empower individuals to see life fundamentally and can assist individuals with gaining recently required ethics. The films

about fisher fork teaching method is, in this manner, a confrontation of the individual convictions inside the understudy with what is represented on the screen. The connection between communities, film, and politics is fairly a mind-boggling subject. A community assumes a significant function as methods for transferring, material, and ethical values of a country as per the states of the occasions from generation to generation.

7.11. Conclusion

This study has been explored under the title of "Social representation in Tamil Cinema: List of fisher folk and challenges". The key intention of this is to know how the portrayal of fisher fork in Tamil cinema. This study will be a pioneer to understand and analysis the concepts of Tamil cinema about fisher folk. It can be seen that the directors have expressed their opinion and concept about a subject through various strategies. Tamil film directors have exposed several innovative matters, subjects that many people are afraid to talk about, realistic matters that are occurring in fisher fork society, emotional matters like Caste, Religion and Language in fisher fork communities through the Mass Media of film. Despite the Tamil films bring about the life of fisher fork by storytelling, visualization, plot, and the verses that evoke the inner emotion through the characters. Tamil film directors use Cinema as a tool to reflect not only the reality but also to construct the ideology in every point of view. Then, they used films to portray the entertainment theme or political theme to convey the real issue to their audience.

7.12 Recommendations

The researcher has analyzed selected nine films which talk about the fisher fork. The researcher has chosen nine films which talk about fisher folk after released 2000. Future researchers can analyze the theme of fisher folk before released 2000. Further, they can comparatively analyze this theme in films with another language films director.

Future researchers could also consider the audience-level analysis on —Perception of fisher fork ideology by audiences. By screening these films, they can conduct the audience analysis. After the screening, the participants can answer the questionnaires or focus group interview. This study will be a pioneer for an extensive study about fisher folk and impact in the Tamil Film industry. It can be recognized that the impact of the Tamil film on the life of the people and suggests the ways and means carry out a comparative study about the impact of the director's individual ideologies with the comparison of other language directors.

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