



Reel to Reveal: Insights on Media, Mass Communication, and Film Studies

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Trans Representation in Kannada Cinema: Taking Toll of the Marginalised

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Abstract

Media is the most powerful medium of expression. Cinema is one such media that has a great impact. The effect movies can have on society has been an interesting area of research for decades. Even to this day, the topic is relevant and holds prominence. The investment made in cinema over the years is astonishing. Cinema is an art form that took time to evolve; but once it did, it took the world by storm. Billions of rupees are invested in the cinema every year. The turnover runs to hundreds of crores. Catering to all age groups, cinema reaches every section of the population. The greatest strength of this medium is that it can cut across geographical and language barriers. The effect it can have on various sections of society is beyond comprehension. How cinema portrays various communities can shape the attitude and opinion of the public. People can alter their thinking and develop a positive approach or can get influenced by the negative portrayal too. One community that has remained marginalized for centuries in our nation is transgenders. It is interesting that they are represented in the cinema of every language. But how they are portrayed and what impact they will have on the public is an interesting area of research. It is also interesting to note that the portrayal of transgenders in commercial cinema widely differs from the portrayal in parallel cinema. Commercial cinema takes a cynical approach and never takes this community seriously. A sincere