

Typography as a Communicative Tool: A Visual Analysis of Malayalam Cinema

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ABSTRACT

In Today's world, media are an important role in day-to-day life. In the ancient period, we are started with printing materials like books, newspapers, magazines. After the evolution of the industrial revolution, electronic media like radio, television, photography, and cinema developed. In the contemporary world, our life is mobile. Because the development stages of the mobile world are just for communication and today's world is neither than mobile. Social media like Google, Gmail, Orkut, Facebook, WhatsApp, Twitter, telegram apps are major communication and social media promotion platforms around the world. In this scenario, we are focusing on cinema as a communication tool. The study of visual analysis, at the same time movie culture showing through the title of the movie. What you mean by the title of the movie. The inner culture of a movie communicates through the movie title. Here I am studying the importance of typography in Malayalam cinema. The portrayal of typography in the Malayalam cinema.

Keywords: Visual Analysis, Typography, MalayalamCinema, Cinema Title, Visual Media

INTRODUCTION

The term typography is originated from Greek roots typos means impression and graphicmeanswriting. Typography applied today's world on many printed applications in the application of words, letters, symbols, numbers, and the earliest naturalistic handwritten styles, etc. In ancient periods the typographers created their fonts through handwritten format. With the development of the handwritten style, they developed another style in typography called calligraphy. Calligraphy is focusing on the artistic writing skills in their hand. The ancient period only produces handwritten books, newspapers, etc. The movable type was developed during the eleventh century in China. The movable type system was constructed from ceramic mediums, and clay-type printing stuffs. The modern open-based movable type, along with the automated printing press was invented by Johannes Gutenberg in 1439.

The design of font families has developed cooperation with the development of typesetting set up. Creating a font family focusing on the three elementary aspects of typography are legibility, readability, and aesthetics. In a non-technical sense, legible and readable are often used suggestive, typographically they are separate but related theories. Legibility and readability favorto support the aesthetic characteristics of a font family. Many different capabilities to help with the visual beauty of typography include spacing and kerning, size-specific spacing, x-height, and vertical segments, character changes, width, height, and contrast are different techniques that are necessary to be taken into different reviews when thinking about the applicability of specific typefaces or creating them. The typeface is a single format, at the same time font has many various styles in a single typeface. For example, the font family Helvetica has more than fifty various styles in a single font family.

Twentieth-century, computers developed typeface design into a rather simplified process. inthe ancient period very limited font families are used for printing. In the contemporary age, we can choose more than one lakh font families around the world. The designer-created fonts, free fonts, purchasing fonts are available on the internet. Steve Jobs is using a particular font family for his company apple. That means each font has a branding position and space in our world. Experimental

typography is another field of typography. It is an alternative and more artistic concept into typeface selection. The basic experimental typography practices in font selection, layout, expressing emotion, and design. This is the world of typography, typefaces, font family, etc. Typography is a very vast area of study. The travel of the ancient period of a manual or handwritten style of writing is so developed. Today we are the latest technology of font design.

Here the researcher focusing on typography as a communicative tool to study a visual analysis of Malayalam cinema. Malayalam film industry is a very small industry in the world. Around 140 to 150 movies releasing in this language. The visual analysis of Malayalam cinema and the communication tool as typography. Old age period typography is considered just for communication. Today's age typography is more important than a visual story of a movie. In the Malayalam movie old time, the movie title focusing on the natural handwritten styles are more created. The development of the movie culture, as well as they, developed in the title of the movie. Here I am concentrated on the visual analysis of Malayalam movies and typography as a communication tool for this study.

LITERATURE REVIEW

“Traditional art forms like painting, theatre, and drama could not connect the risky source of pleasure which is film provided through the audience” (Harcourt, P., Of, J., & Studies, D. 2019). A font is the manual means of typeface making, whether the details of a typeface in computer code or cut from the lithographic film, metal, or wood. The terms ‘font’ and ‘typeface’ are often used incorrectly and replaceable, but an easy way to remember the correct execution of each is to think of a font as a cookie cutter and the typeface as the cookie that is produced (Ambrose & Harris, 2007). The usage of type to visually convey the idea by something more than just the letters that construct the word. In this example, big is defined by existence in a printed with a large type size, and ‘small’ through a small type size. However, there is more to a typo gram than simply resizing the text: typo grams call on the reader to decode the message, such as those in ‘multiplication’, ‘addition’, and ‘subtraction’. (Ambrose & Harris, 2007).

In our world around 4000 to 4500 languages. The regional language of Malayalam was placed in the 26th position in the speaking category. In India Malayalam language holding the 10th position (Unnikrishnan 2019). “The film as the main form of recreation of the world” (Leavis, Harcourt, 2019). Films, with their solitary narrative features such as visual effects, music, colors, signs, and symbols within the social, political, historical, philosophical, artistic context, in addition to being educational and guiding, can be transformed into a realm where the ruling power carries out its advocacy activities as well. (Gürses, 2019). Letterforms are the most important means of communication available to the graphic designer. They serve the important function of delivering oral information; they also carry emotional and aesthetic information that has an impact on how the verbal message is read, and they play a part in the design itself and must relate to the other elements of the composition. (Neuenschwander, Quay & Currie, 2004)

Every day of our lives, we try to make sense of what is communicated to us through the novels we read, the films and television shows we see, and messages that we receive via email, Facebook, and other internet sites. All of these things become part of what we call culture (Trasmonte-Altis, 2015). Translation studies are a discipline studying translation and translating, and can define its identity facing the intersection between translations and translating (Torop, 2012). In common language use, the major aim of translation is the reproduction of a message in another language. But such a simple definition is immediately subjects itself to different possible options: reproduction seems to involve much more than mere reproduction, and "language" does not seem to be a simple matter (Robyns & Lefevre, 1994). Culture has been shown to have significant effects on the outcomes of learning, knowledge transfer, and performance (Giacumo & Chen, 2017).

We need to study semiotics for design projects more observant because in this semiotics resides a question that we consider crucial: the method of teaching semiotics in design schools, of providing

future designers with different types of instruments allowing them to understand, and thus explore, the semiotic nature of the design (Deni&Zingale2017).The most important aspect of my work in the semiotics of design and its application to a project is the quest for clarity: I always bear in mind that the project manager has no desire to become an orthodox semiotician, that's why I use very clear language relying constantly on examples from everyday life regarding the applicability and usefulness of semiotics (Deni, 2011).

The researcher's need for background information about the study has been fulfilled by this recent analysis. Some studies explain how the typographical features and language handled the visual elements in films and other Media. Even the signs and languages are also helpful to analyze the language features used in films. People have somehow noticed the fact that culture also transcribes the view of analysis from the audience's perspective. All these studies helped the researcher to connect the study into the same.

METHODOLOGY

In the category of Malayalam cinema, title design is a very important part of communicating the visual culture of the movie story. The storytelling of movie culture as well as the importance of how the movie story connected to the title of the movie. The methodology is structured as a descriptive study of analysis in a quantitative mode of study. The first objective of the study is to analyze the importance of the title design in movies through the interest of the peoples through the quantitative survey analysis. The second objective will answer through the typographic font style to understand the effectiveness of communication. Here the font representation and how effectively it is communicated also should be analyzed.

Research question:

- How typography represents visual communication especially in Malayalam movies.

Objectives of the study:

Primary objective

- To analyze the importance of the title design in movies

Secondary Objective

- To find out to understand the effectiveness of typography in communication.

Hypothesis:

The assumption of the study focuses on how typography becomes the communication tool for Malayalam movies. Typography can be a communication tool in the movie. The researcher tries to find out analyze this through the survey method. The questionnaire will give the conclusion to the assumption.

Theoretical Framework

Model of Text Comprehension

The model of text comprehension comes under the Communication Processes theory. The different parts of the reading approaches are described: recognizing letters and words, the syntactic component of sentences, understanding the meaning of words and sentences, absorbing the meaning of the text in another present knowledge about the same topic. These theories are developed by Kintsch and Van Dijk. This theory explains that the complete reading process, from identifying words until creating an iconic representation of the meaning of the text. This technique will help to analyze the typographic style used in movies. The emphasis of the theory is on understanding the meaning of a text. This will apt to the research topic "Typography as a communicative tool: A visual analysis of Malayalam cinema". The study is more related to text comprehension theory. The word or title design is a more communicative medium for movies. It is a communication platform for identifying the culture of Malayalam movie titles through the typography medium. Model of text comprehension theory says about the making of a word in communication platform.

Research Design

The primary data collection is conducted through a survey method and simple random probability sampling will be done in between the respondents. The sample sizes selected for the study are 600 between the age of 18 to above 60. The respondents between 18 to 60 above age group categorized into 4 parts in 18-30, 31-45, 45-60, and 60 above. The researcher finds to analyze the different age groups how they understand the language of typography through the Malayalam movie title designs. Everybody is very much interested to watch movies. The story of the movie communicating through the title design. The data collected through a very well-structured questionnaire between the respondents for different age groups. The sample size should be calculated according to the variable selected for the study. The researcher focusing on the different variables like an independent and dependent variable. An independent variable study is focusing on the visual presentation of the movie story through the title of the movie design. The dependent variable is focusing on the font family, font style, font size, font color, interaction, and language, etc. From this aspect, the data should be presented in tabulation format and the analysis shows as a graphical representation. Popular statistical tools are also used for the analysis of the data like google forms.

ANALYSIS/FINDINGS

The researcher conducted a survey using simple random sampling. From the 600 of population people who reacted are graphically represented as follows.

The researcher is attempting to do a visual analysis of Malayalam cinema using Typography as a tool. The survey questionnaire was transferred through the google forms format. That is a very easy and convincing mode of survey pattern. The age groups are 18 to 60 plus category. 18 to 60 plus age groups are divided into 4 categories, 18-30, 31-45, 45-60, and 60 above.

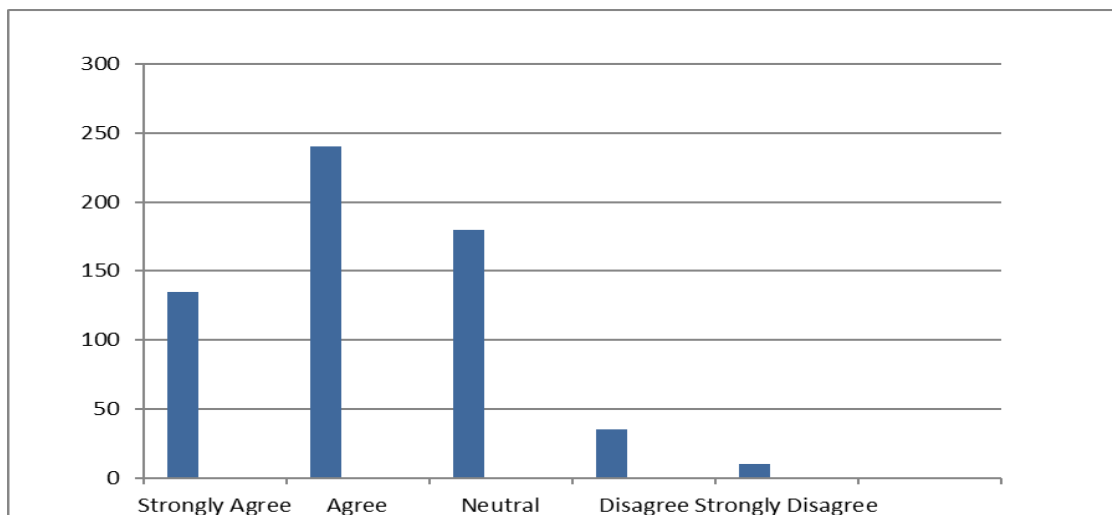
The researcher finds out the interest of people through Malayalam movies, title design, and typography, etc. Everybody watching movies through the interest of the actor or actress, the director's movie, good story thread, totally the visual treatment. We can find out lots of elements related to the movie.

Here researcher focusing on the title design part of the movie. The term typography everybody did not know. The researcher started with the journey of the survey with the term typography. The analysis of survey the term typography knows around 500 peoples from the 600 people result. Around 580 people like and watching Malayalam movies. Which language of movies like Malayalam, Tamil, Hindi, English, and all types are you like people they answered around 41% of people likes all types of languages. 31% of like Malayalam movies. 20.5% of people like English movies. 1.4% of people like Tamil movies. 0.7% of people like Hindi movies. Here the Malayalam language comes under the state of Kerala, India. Kerala is always known as god's own country. Here is a very long tradition of love with movies and movie culture and movie cultural society and movie clubs etc. The culture of a movie and the culture of the title design of the movie are different. The researcher finds that the design part of the title design through survey and analysis.

The importance of a Malayalam movie title design is 98.2% of peoples are supporting and 1.8% of people did not support the importance of title design. Everyone watching movies. But how many of us noticed and following the movie name or title. The title of the movie design is a very important thing. It can recognize the story of a movie just through its title is 74.3% of people supporting and 25.7% people did not support it. Sometimes the visual culture or the movie story more similar and attached to the title design of the movie. The attraction of typography designs for the movie is 94.3% people supporting and 5.7% of people did not support it. Movie titles do not just tell us the name of the movie. It is something conveys through title design. The first look poster title brings anxiety about the movie of your actor/ actress is 90.1% of supporting and 9.9% people did not support it. Each film industry has stardom in a particular language. The viewers of the people or fans of the particular actor or actress are waiting for his or her new movie. The journey of the movie in today's world through social media platforms and direct marketing platforms. It is from the first look, teaser, and trailer path. First look means that the first release of any section like a movie

poster, the title of the movie, mix of scenes, song scenes, etc. It will be the first look of the movie for its audience. Teasers are to tease the audience and to make them watch the movie. Trailers are just another word for the teaser. The difference between teaser and trailer is related to the time duration. Prefer creative titles for your favorite actor/ actress movie 86.8% of people supporting and 13.2% of people did not support it. Now it's more noticeable title designs are exhibited through movie platforms.

4.1 FREQUENCY ANALYSIS OF RESPONDENTS ON THE MALAYALAM CINEMA MOVIE TITLES ARE MADE BASED ON THE STORY CONTENT OF THE MOVIE



4.1 frequency analysis of respondents on the Malayalam cinema movie titles are made based on the story content of the movie

Another survey question based on the maximum of Malayalam cinema movie titles is made based on the story content of the movie. The answer is 19.2% of people strongly agree, 42.3% of people agree, 32.7% people neutral, 5.7% of people disagree with the question. From 2000 itself the regional language of Malayalam film industry movie titles is very keen observation with the title design part. The result found as follows in the graph (4.1) proved that most of the people around 60% of the survey peoples are supported with the impact and importance of title design in movies. 32.7% of people neutral answer the question. 5.7% of people disagree with the question. The regional language of the Malayalam film industry developing with the title through visual story communication.



THE RESPONDENT REACTION ON TYPOGRAPHIC REPRESENTATION IN MALAYALAM MOVIES AND THE COUNTERMEASURES ALSO ANALYZE

4.2 MOVIE POSTER 'SUDANI FROM NIGERIA' REVEALS, TELLING THE MOVIE

STORY / JUST MOVIE TITLE

4.2 movie poster 'Sudani from Nigeria' reveals, telling the movie story / just movie title

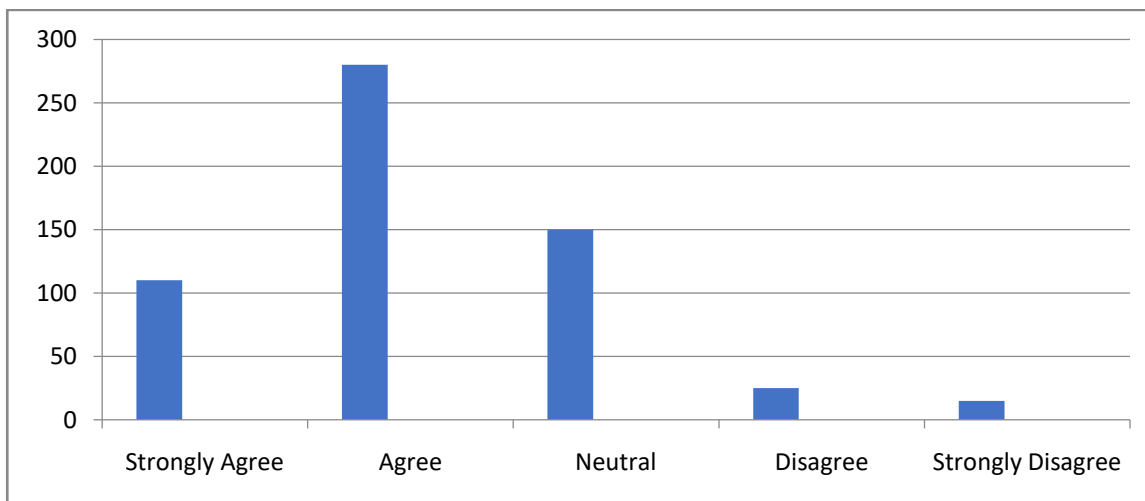
The researcher focused on survey on typography to the title of the movie and the culture and movie title relationships. The researcher observed the title designs through the reference and survey results. The showing movie poster of Sudani from Nigeria (4.2) reveals the culture of football. The survey result was 77.7% of people support the title of the movie design communicates telling the movie story. 22.3% of people considered as the title poster of Sudani from Nigeria experienced as just movie title. This movie is referenced by football clubs around the world. The movie mainly telling the story of the football culture of Malappuram District in Kerala State, India. The culture of football, as well as the movie, communicates with the relationships of family, friends, etc.



4.2 football clubs around the world

The title poster referenced football clubs around the world (4.2). The football club logo design was converted into a Malayalam movie title design. Sudani from Nigeria title design in a stitched format like a jersey and the movie culture reveals through Malayalam text and English languages. The basic shapes are used for football clubs are related to different types of shapes. Examples, circles, shields and decorated shapes, etc. At the same time flags, wings, etc.

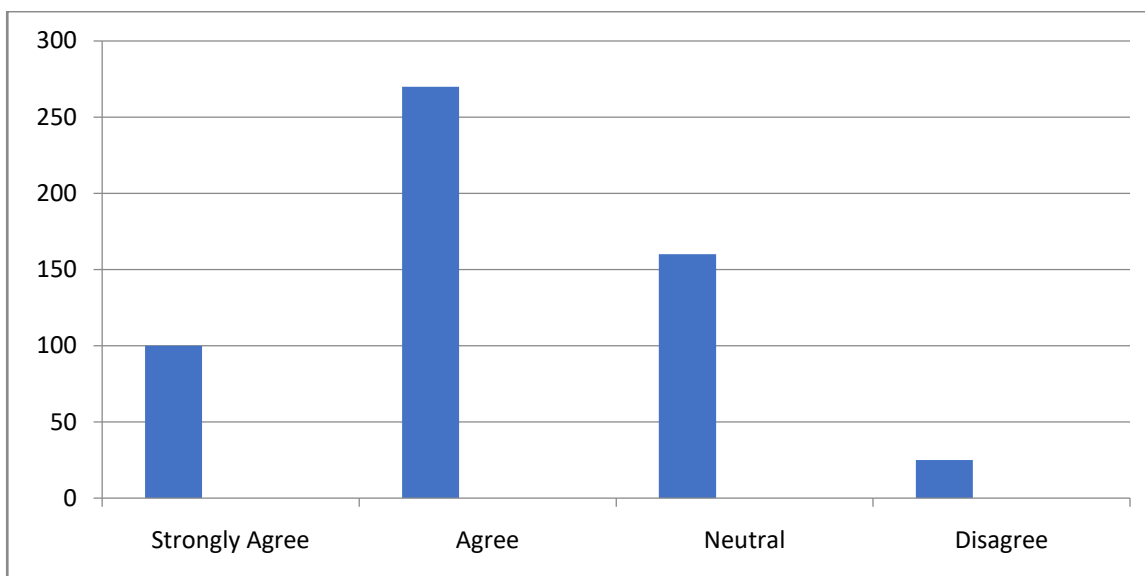
4.3 FREQUENCY ANALYSIS OF RESPONDENTS ON THE MALAYALAM FILM INDUSTRY IS VERY KEEN ON DESIGNING THE MOVIE TITLE POSTER BASED ON THE CONTENT OF THE MOVIE STORY



4.3 frequency analysis of respondents on the Malayalam film industry is very keen on designing the movie title poster based on the content of the movie story

The analysis of respondents on the Malayalam film industry is a very keen observation on the designing part of movie title poster based on the content of the movie story (4.3) result is 19.4% of people strongly agree with the statement and 48.9% of people agree with the statement and 27.1% of people answered neutral and 4.2% of people disagree with the statement. Most of the people supported the statement and around 70% of people strongly and agree with the content of the movie story communicate with the movie title.

4.4 FREQUENCY ANALYSIS OF RESPONDENTS ON REFLECTION OF CULTURE DEPICTED THROUGH TITLE POSTER IN MALAYALAM CINEMA



4.4 frequency analysis of respondents on reflection of culture depicted through title poster in Malayalam cinema

The researcher finally finds out the culture depicted through a poster in Malayalam cinema. The

survey result is very interesting. 16.5% of people strongly agree and 48.6% of people agree with the statement and 29.1% of people neutrally answered and 4.1% of people disagree with the statement and 1.1% of people strongly disagree with the statement. The survey result is showing that around 77% of people supported the movie culture strongly connected with the title design of Malayalam movies.

The researcher finds out the movie poster as well as the title of the movie communicates the culture of Malayalam movies. A total of 5 Malayalam movie titles are attached with the survey response. Everyone supported the title design of Malayalam movies related to typography and the title reveals the movie culture.

The culture of Malayalam movie title design changed from the period of 2000. Malayalam movie story conveys the movie culture communicates with its title. Now the title design part of the Malayalam film industry very notable movie titles conveys the society.

CONCLUSION

The study focused on typography as a communicative tool: A visual analysis of Malayalam cinema. The results are collected through the survey questionnaire. Around 75 to 80% of people supported with survey platform. The term typography knows around 85% of people. The typography and title design of movies are very closely related. The first object is to analyze the importance of the title design in movies through the survey. The hypotheses are proved through the variables chosen for the study. 80% of people supported the importance of title design for movies. At the same time, 80% of people agree with the culture of the movie depicted in the Malayalam movies. from the perspectives of study typography as a communication tool for Malayalam movie title design area.

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