



REVAMP OF PESSIMISTIC ROLE FROM “HIS TO HER” IN DAILY SERIALS

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ABSTRACT:

*Even in this booming world of movies, people of poor to rich, kids to grandma's are fascinating in watching **daily serials**. A serial has a continuing plot that unfolds in a sequential episode by episode fashion. Usually serials are maintained with a nature of hidden story, and revealing the awaiting scenes episode by episode, in order to keep viewers **tuning in**. The world of serial initiated with the Male pessimistic role, but gradually it has been leading by women. This **revamp** brought a continuous increase in number of viewers of the serial.*

*In this paper, I would like to describe my views on the title “**Revamp of pessimistic role in serials from his to her**”. I have taken **Varudhini Parinayam**, a Zee Telugu's serial as a reference in order to enhance my views.*

Keywords: Revamp of roles, emotional attachment, viewers tuning in, impact of serials.

Introduction:

Daily Serial – a platform which has a huge mass of viewers, especially ladies... The situation that makes a man feel annoying is when he sees, their women watching a serial. As everyone is aware, we know that the common scenario that appears in daily serial is: women getting oppressed either by their husbands or mother-in-laws and women are confined within the four walls of houses. These scenes captivate the viewers especially ladies, as “emotional attachment” that they feel is much more compared to men.

Frankly speaking, a common psychology that exists in every Indian's mind is, they get enraptured to the negative shades which happens other than that happens to them. So, the directors who are so called SUPER HERO's, grasped this captivative idea of Indian's and started a series of different shade and named it as serial. They didn't stop their enlightening ideas there itself, they started giving a pessimistic role to woman, which was once led by men. This revamp gave them a huge raise irritating their serial.

This tells that our Indian ladies get attached emotionally, especially to the women negative role, than compared to the male played roles.

Let's have a glance on Telugu Serials and pessimistic roles involved:

It was like a *Feather in cap* for ZEE TELUGU as it succeeded, by launching of VARUDHINI PARINAYAM.

Peeping into the story, Varudhini is a girl with high self respect, kind hearted, belongs to a middle class family. She is the second among four sisters. Her father is a bus conductor, and her mother cooks food for special events as per orders. As conditions of varudhini's family is not at all in a proper manner. She overcomes obstacles of her family in every way she can. Her parents dreams of securing their children's future by getting them married.



Coming to the hero, Pardhu is a guy who completed his higher studies in foreign. He is a man who gets an annoying feeling when he looks girls. But, accidentally he falls in love with the charming girl Varudhin. ,(who is also a relative to Pardhu.)

Mother of Pardhu, a person with belligerent attitude, had an infuriating feeling on Varudhini and her family. So, she starts criticising her and her family members with her annoying mood and abuses even for a small issue. On the whole she misunderstands them with her undesirable character.

This is a curtail story of the daily serial VARUDHINI PARINAYAM. Directed by: Batchali Shiva.

Till now we had a glance on the story.

Here the mother-in-law of heroine plays a pessimistic role , a character that trail the attention of the viewers, as it a woman role ,viewers still get an emotional attachment and they dont even miss a tip of the serial right from the beginning of the story

Conclusion:

On the whole I would like to say that such change. i.e role of negative shade from him(male) to her (female) is on screens today , because of the involvement of viewers in scenario that made a great change in rating,(raise of rating) serials....

She said: “We OPT, that APT us”...

I once asked my mom ‘Why dont you stop seeing this daily serials, which always focuses on negative impacts. Then she replied “*I pick up things which progressives my family member’s happiness from those regressive scenes*”.

Really it means a lot to me...

Hope every lady (serial viewer) must move with the same thought as my mom's.

References :

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