

A Critical Review of Ethical Narratives and Audience Engagement in Tamil Cinema: Perspectives on Violence and Morality

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Abstract: *This study explores the depiction of violence in cinema, with a particular focus on ethical considerations, audience perceptions, and regulatory frameworks. The literature reveals that modern cinema, especially in South India, increasingly incorporates graphic and stylized violence as a key narrative element to enhance storytelling, star appeal, and audience engagement. This review highlights the ethical challenges associated with glamorized and frequent portrayals of violence, which may lead to audience desensitization and normalization of aggressive behavior. Audience interpretation is shaped by social context, media literacy, and fan culture, while repeated exposure impacts cognitive and emotional responses. Additionally, media ethics and certification frameworks, such as the CBFC and emerging OTT regulations, face challenges in balancing creative freedom with social responsibility. The literature collectively underscores the importance of ethically conscious content creation, robust regulatory oversight, and increased audience awareness to mitigate harmful effects while preserving the cinematic expression. This synthesis offers a comprehensive understanding of the intricate relationship between cinematic violence, ethics and audience reception in contemporary media landscapes.*

Keywords: Reel Violence, Media Ethics, Audience Perception, Contemporary Cinema, Aggressive Behavior

