

Representation of Food in Media

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Food is an important thing in everyone's life. Without food human beings and every living being cannot lead their life healthily, not only that for every human being food shows their culture and tradition to the world. Food can be everything like media. Media delivers each and every news to the people so through media people can know the importance of food. In this paper, through the movie *Kaaka Muttai*, the researcher has analyzed the impact and influence of the representation of food in media in the present situation. This paper focuses on the role of media about food and strategies involved in the commercialization of food. The movie *Kaaka Muttai* projects on the trashy ghetto poverty-ridden children and also about the class divide, it also highlights on the role of media bias amidst other evils. How the two kids who are known as Periya Kakka Muttai and Chinna Kakka Muttai were teased by the pizza shop owner who got political and economic power to indulge in callous treatment of the two who wanted to eat the pizza. The article is focusing on the debacle of poverty and the impact and influence of media in this paper.

The paper has found that media as a major source that affects and attracts people easily because even a simple advertisement spreads across to the public and it creates ripples on the onlookers a desire to buy products showcased. Media does not mind whether the audience are elite or poor. Nor it bothers about media ethics. Since food is the elixir of life, advertisement on food products are very lucrative and enticing by the way they are presented and represented. Such advertisements in a way become enforcement irrespective of the purchasing power of the people. The glamour attached with celebrity snobbishness makes people to blindly acknowledge any stupidity without rationalizing on them.

In this particular movie a pizza shop was opened by a celebrity and the media has presented pizza as a grand, modern and an inevitable food of the twenty-first century. It does not bother about the economical status of the people and so on. Through advertisements those shops wanted to pull the crowd to buy them and become addicted to the foreign food variety through their advertisement without minding on the quality of such food varieties whether they are good or bad, healthy or unhealthy. In the movie *Kakka Muttai*, the visuals of the pizza create a burning desire for the two penniless poor boys.

Television is a major tool to reach the home and affect the mind of people's food choices. Mostly children are influenced by both healthy and unhealthy food items. In the movie *Kakka Muttai*, the two poor boys' suffering is caused by their unquenching desire to taste the food item which is economically inaccessible to them. They do all sorts of odd jobs to earn the money to buy a pizza. As they struggle more, their quench to taste it grows in leaps and bounds and drags them to indulge in full swing by procuring what little money that they could grab at.

When the two brothers watch the advertisement and thereafter the pizza shop through the television, they do not bother whether they have money or not and also if it is healthy or unhealthy. Their only motive is to want to eat those foods for that they would do anything. In the movie *Kakka Muttai*, the two boys were ready to steal coal from the yard with the support of a known person. Due to media the current generation can do anything to have these kinds of foods. Here the media plays a major role. Media makes others to do everything and that will definitely spoil their future. The best example is that, how the two poor boys were ready to steal the coal from the yard. Media is the major reason and not only that the two poor boys start to speak lies to their mother. Here food is the major reason for everything and also food can do anything in the world. The advertisement of food can change the future and life of the people in the world.

People can watch or hear the advertisement about food, if they have a enough money it will be easy for them to buy otherwise it will not happen. This is the major reason where the people involve themselves in engaging to acquire bad habits. It also spoils their future, this is how a person's life will be ruined. Another way is that, the person or people do not have enough money and they cannot eat healthy foods and it will also spoil their physique because of media; Poverty plays an important role in everyone's life and it ruins everything. In the current generation poor people suffers a lot by media. It does not focus on the economic background and mentality of others in the world.

In the movie *Kakka Muttai* the two poor boys suffers both mentally and physically because of media. In the movie the manager of the pizza shop slaps one of them and it was recorded in a mobile phone and spread to everybody. Nowadays no one can understand the situation of others. How the two boys avoided by the shop manager though they wear new clothes and also, they had enough money to eat pizza because of their family background. Respect is reserved for the rich but poor is always looked down. A rich will get noticed but the poor scantily be recognized, and their desire is always looked unimportant.

The present situation, no one likes a healthy food but everyone has a lot of desires for eat food. For example, In the movie *Kakka Muttai* the two boys scold their grandmother when she prepares a homemade pizza at the beginning stage, but at the end of the movie they realize their

mistake. Everybody dislikes healthy foods nowadays and they want to eat unhealthy foods like fast foods. This is the major reason for ill health of the current generation. So, media is a major reason for every problem in the life of human beings. Media affects others both mentally and physically. Influence of media affects the minds of children and also adults. In the movie *Kakka Muttai*, the two poor boys think only about pizza and not about their imprisoned father. Their mother needs money for get her husband out on bail but a simple desire of eating pizza make the two poor boys not to have any sentiments. This the best example on the impact of media on poor children.

The media breaks the relationship of the people. The representation of food in media does not focus on the health of people. It focuses only on the money. Marketing is a major thing for everyone. Media plays at times plays a worst role in the world . Even both literate and illiterate people can be easily disappointed by the falsehood advertisement which is given by the media. A researcher can analyze these things through the character of the two poor boys in the movie *Kakka Muttai*. No one bothers about their health and also their future. Nowadays media spread a lot of advertisement about unhealthy foods only. Media does not think about the future generation this is the main problem for having poor health condition. In ancient times foods were healthy and it was the reason for people to have good health, but in modern days every food is not a good thing and it will not definitely give good health too. Media is a major tool for advertising food items to people. Media does not focus the poverty of many people. In the movie *Kakka Muttai* the two penniless boy suffered a lot. The one and only major reason is that they belong to poor family [kuppathu pasanga]. So media is the major reason for each and every suffering. The movie *Kakka Muttai* expresses the real face about media marketing. How marketing plays a problematic role in human life likewise the researcher also demonstrates the problem of poor people’s life and how they suffer for simple and small desires. Food is the major thing, but media ethics on advertisement should be tended with responsibility beyond money. Marketing is the major part for media and not concern about the good health of the people in the world. In the current situation no one considers about the problems based on the people’s economical background.

Work Cited

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