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## DIGITAL DEMOCRACY AND THE PLURALIZATION OF IMAGES AND NARRATIVES IN TAMIL CINEMA

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### Abstract

The family circle has widened. The world pool of information fathered by electric media—movies, Telstar, flight far surpasses any possible influence mom and dad can now bring to bear. Character no longer is shaped by only two earnest, fumbling experts. Now all the world's a stage. Marshal McLuhan, *The Medium is the Message-An inventory of Effects*

Democracy is a political concept that rose in contrast with monarchy, oligarchy, and other forms of centralization of power. Its quintessential meaning is the rule of the people; a concept of popular sovereignty in which everyone is king (in the words of Bharathi Ellorum Innattu Mannar). While this concept removed centralized structures of dominant powers with a law that is applicable to one and all, known as constitution and Indian penal code etc., which is known as juridical sovereignty, a government has to be formed through people's representatives which gives scope for political parties and charismatic leaders to garner the powers.

Likewise, while everyone is master of how she spends the money she earns, there are entrepreneurs and capitalists who run small and big enterprises, corporations and so on, creating power asymmetry between the rich and the poor. In the end what democracy promises is that anyone can become a leader, entrepreneur or a political leader if one aspires and perspires for the same. The opportunity is not denied to anyone. While this door of opportunity or equity is a guarantee created by democracy on the one hand, on the other hand everyone is guaranteed of fundamental rights to speak, write and express their thoughts freely and pursue their ideas without hindrance. It is in the context of such free expression of views digital technology has brought in a radical dimension through what is known as social media where anyone share information, views and opinions in the public domain which if it attracts many people is spread far and wide catching the attention of even the rich and the mighty.