

AN ECO CRITICAL ANALYSIS OF THE TAMIL SONG “ENJOY ENJAAMI”

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ABSTRACT

Enjoy Enjaami is a Tamil song, featuring singer Dhee and Lyricist Arivu. This song was released in the year 2021 and became a massive hit worldwide. The song met commercial success not just for its musicality, but also for its lyrics with in-depth meaning. The song is dedicated to the Tamil people and their indigenous culture. In general, It discusses the civilizations and human relationships with Earth. Moreover, the song portrays the ecological challenges faced by the marginalized Tamil community and its call for sustainable practices. The paper aims to focus on the Eco-critical analysis of the Tamil song Enjoy Enjaami and its potential impact on promoting sustainability. Furthermore, It also discusses how its bio-regional perspectives and environmental consciousness address the challenges faced in the 21st century.

Keywords: Eco Criticism, Bio regionalism, Ecological challenges, sustainability, environmental consciousness.

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Eco Criticism is an environmental movement that merged in the 1960s, with the publication of Rachel Carson's Silent Spring in 1962. It is a study that connects any form of art such as literature, Music, Paintings and Architecture with the environment. It generally analyses the relationship between Human beings and the natural world in an art form. Its aim is to study how human beings react in relation to nature and ecological aspects. “ This form of criticism has gained a lot of attention during recent years due to higher social emphasis on

environmental destruction and increased technology”. It is also known by a number of other designations such as Eco poetics, or green studies.

The Tamil song Enjoy Enjaami (2021) is sung by singer Dhee and Lyricist Arivu, and composed by popular Tamil Music Director Santhosh Narayanan. The song was considered to be one the greatest success for the Tamil independent musical industry. It became popular not only for it's tune and musicality but also for it's lyrics which has deeper meaning. The song have some ecological themes and depicts bio regional perspectives. It talks about the relationship between Mankind and the land they lived and evolved.

"According to the lyricist, Arivu, the song was written as a celebration of his roots, harkening back to a time when humanity was a fledgling civilization, living in harmony with the turns of the earth and the many lives that shared it with them. His inspiration came from several places." The song lyrics explores ecological themes such as deforestation, loss of biodiversity, climate change, and Water scarcity.

The song showcases a strong bio-regional perspective by highlighting the cultural identity and ecological resilience of the Tamil region. In one of his famous interviews, lyricist Arivu said "The world is for everybody" he also claimed that " nobody can manufacture land...people of ancient civilization have not considered the land as a property." One of the renowned magazine says, "It establishes and proclaims the customary rights over the environment in a profoundly political fashion: We own the land and soil because it was bequeathed to us by our ancestors with a blessing to live well here" - The Federal

It addresses several issues of environmental justice, such as; unequal distribution of resources, Impact of industrialization on marginalized communities, Need for equitable access to clean water and sustainable living conditions. The Tamil song "Enjoy Enjaami" serves as a powerful catalyst for environmental awareness, shedding light on ecological challenges in the 21st century. The song's lyrics and imagery beautifully intertwine cultural identity and ecological resilience, emphasizing the importance of preserving both.

The song centers on the concepts of Rueckert discusses in his essay: the first Law of Ecology- that 'everything is connected to everything else'. It also focuses on the hardships of marginalized communities and indentured laborers, whose lives are intricately linked to the environment they are living in. Rueckert agrees that the Western way of comprehending nature is anthropocentric and that this has led to a deep divide between nature and culture.

He argues that it should rather be symbiotic and that literature should devote efforts into stopping the destruction of the biosphere. He calls for a transformation in culture to foster a more sustainable, ecologically sensitive model of growth. At the roots of such a model is literature, with its creative, transformative energy. In *Enjoy Enjaami* the makers present a community that celebrates the connections between humans and nature. *Enjoy Enjaami* blends elements of Tamil folk music known as *oppari* with hip hop.

Oppari is an old mourning song. *Oppari*, a type of folk music, is crucial for teaching younger generations the values of sustainable development that rural communities uphold. These cultures' oral traditions are full with themes related to ecological sensitivity, like taking only what is necessary, realizing that the land belongs to more than just humans, and pointing out the injustices caused by anthropocentric development paradigms. "*Nayi Nari*

Poonaikundhan Indha Erikkolam Kooda Sondhammadi," which Dhee sings in Enjoy Enjaami, means that even dogs, cats, and foxes own the ground. The song honors the oral tradition by highlighting how unfair and harsh a human-centric vision of progress can be.

Enjoy Enjaami serves as an example of the apperception process, first described by McHarg and then explored by Rueckert. Transmuting creative energy into information and that information into meaning is the act of perception. To describe the function of ecological poetics, Rueckert talks about the idea of perception. This involves taking the creative energy that is contained in a poem, reading, writing, and teaching it into meaning, and then applying that meaning to the development of an environmentally conscious value system. The song "Enjoy Enjaami" incorporates the importance of going back to a previous set of ideals that gave priority to environmental awareness. Viewers found the song to be very popular, and this popularity changed. The song was widely liked by the audience, and this led to more people talking about India's environmental issues.

The song included subaltern and postcolonial narratives as well. The experiences of indentured servants and other oppressed individuals who were forcibly removed from their homes were highlighted. The declaration of their identity, which is inextricably linked to their ancestral regions, is Enjoy Enjaami. The song demands equality for all living things on Earth, not just humans. It is noteworthy that Enjoy Enjaami's subaltern viewpoint harmoniously integrates into its broader Eco critical framework. The Dalits and other vulnerable communities, as well as the earth workers and laborers, were among the first individuals to be celebrated in the song.

Enjoy Enjaami is an appeal to appreciate nature and all it has to offer while showing consideration for all living things. The first Law of Ecology, as discussed by Rueckert, is centered around the topic of whose land it is and the conclusion that it belongs to everyone. This is the concept the song conveys, and the foundation of the moral code it promotes is equality.

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