



## ORIGINAL RESEARCH PAPER

## Journalism

### A COMPARATIVE STUDY ON THE IMPACT OF NEW MEDIA IN THE MOVIE VIEWING HABITS OF YOUTH AND MIDDLE AGE

#### KEY WORDS:

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#### INTRODUCTION

Film is the best way for sharing ideas. It is a powerful medium of telling story about original life or events. Films are the mixture of audio-visual model of communications. It is a form of entertainment and so it inevitably pays attention to its intended audience. Films combine visuals, movements, theatre, music all in one. Therefore, it has the magical power to communicate effectively and create impact which can never be created by any other media. It is due to these characteristics of film that masses from all levels are attracted to go to cinema. Film is a means of creative expression. It enhances the functions of mass media such as entertainment, information, education etc.

Film promotion is an important factor in the film industry. Film distribution is usually accompanied by film promotion. Now the producers along with investing in bold and experimental themes are also going for innovative promotion to capture the attention of the audience. Film makers usually use a variety of mediums to promote their films.

Film promotions began with the invention of film itself. In the 19<sup>th</sup> century, it was minimal and the techniques were of pre- modern type. The old promotions were mainly like posters, announcements, word of mouth, flyers etc. The importance of promotion techniques differed according to the different types of movies.

Pre-modern society considered film promotion as an important tool in film industry. Although the history of film marketing and promoting the inception of the film itself, it has through the age of posters, wallpapers, print, advertisements etc. Film has also started utilising the potential of new media completely in terms of marketing and promotions.

In film promotion the marketing 'place' is an important one. It simply defines 'where' and 'how' screening of the movie product takes place. In the present scenario, with the advent of new technology the 'place' is not limited. It is accessible through different modes like social networking sites, cell phone and other handheld devices, merchandising, co-branding, television broadcast, websites, blogs, mobile apps etc..

In Indian history of film promotion and marketing rapidly in fascinating parallel since the inception of film making. In 1913 'Dadasahebphalke' directed the film 'RajaHarishchandra', it was the first full length Indian feature film. It used the poster for the marketing of movie. It includes the 'time' and 'venue' of the screening. It also included images of the story in a brief.

In 1931, 'Ardeshirlrani' directed the first Indian talkie 'alamara' .it used newspaper advertisement along with theatrical release poster.The newspaper advertisement used the catch phrase, 'all talking, singing, and dancing'to establish the significance of the emergence of the sound system in Indian cinema.

1950's is considered as the golden age of Indian cinema industry. The major hits of 1950's are Awara,Pyasa, Mother India and many others. That time these movies mainly depended on hand printed posters, wallpapers and billboards. At that time the film 'Mother India' achieved maximum box office revenue.

'Radio' has played a vital role in film promotion. The radio is one of the powerful medium for film marketing. Radio programmes mostly focus on specific target groups .such programmes for children, women, youth and so on. The special programmes have

high listenership. The processing of film promotion activities like interview with celebrities, selling out complementary movie tickets, on air contests, an option to meet the stars in person, movie premier coverage etc. are the highlights of radio promotion.

With the emergence of television and ushering of satellite channels, Bollywood has started fully utilising the slots to promote the movies. Television attracts the largest number of viewers. Its audience is greater in size than any of the other media audience. This is because television is able to attract the audience of all age groups, literate and illiterate and of all the strata of the society. In India, from the beginning 1989 ,television has been used more for education and information purposes than for entertainment. Even today, though commercials have entered Indian television in big way. Television is very powerful persuasive mass communication medium.it have wide role in film marketing. It shows movie clippings repeatedly, trailers, promotional trip, chat with celebrities etc. As a part of film promotion celebrities come as guests in the reality shows. It's yet another different pattern of movie promotion.

Film marketing has been choosing different methods throughout years. The producers are in enquiring of new innovative promotion strategies to grab the audiences' attention to their projects. Social media is the new addition in the present scenario of movie promotion. The social media revolution has resulted in a very powerful impact in every sector of our society. The audience wants to see the final product. The emergence of social media has generated a scope to build its own media content. Social media campaign about the movies like online contests, forming fan clubs, facebook official pages etc. are becoming very important these days. It connects as well as engages the target audiences in the online world.

#### REVIEW OF LITERATURE

Cinema-going is considered to be one of the most popular cultural activities, affecting a series of social, economic and cultural phenomena in contemporary societies. Many research findings indicate cinema going not an isolated independent phenomenon, but a social experience (Bachmann,1997),a part of wider cultural pattern of interest and of leisure time(Lopez-Sintas and Garcia – Alvarez,2002)with beneficial properties for well-being and happiness(uhrig-2005).

A study by Cuypers (2011) concludes that participation in receptive and cultural activities like watching good cinema, attending music concerts etc. was significantly associated with good health, good satisfaction with life; lowering anxiety and depression scores in both genders. (2001) They may help to stay mentally sharp however, VonOtter (2008) in an empirical investigation observed that children, who prefer watching cinema as a leisure activity more than any other artistic hobby tend to have a higher prevalence of mental disorder diagnosis than adults.

Ryan, Mark David and Hearn, Gregory N in 2010 conducted a study on Next Generation Film Making – new markets, new methods and new business models. This was conducted at the University of Queensland, Australia. The paper was intended to discuss the aspects of new generation film making and explore the various business possibilities of a movie. Digital trends in film making, distribution and marketing, case studies of film making practices and business models were explained in the paper.

In 1974 Burzynsky and Bayer employed a quasi-experimental design to test whether film patrons exposed to positive, negative

or no prior information would be affected on their appreciation of a film. The experiment showed that audience perception was altered by prior information cues.

Belbin P. Baby conducted a study titled A Study on the Effectiveness of New Media use in Malayalam Film Promotion (2015). The purpose of the study is to find out the acceptance of online film promotion among the youth in Kerala. The study also tries to find out whether social media users play any role in the promotion of Malayalam films. Researcher conducted survey in Calicut university campus in order to collect the opinion of youth. The study found out that internet plays a major role in film promotion. The researcher found that YouTube is the main medium using for film promotion.

Film reviews readership and influence on film audience is a study conducted by Lakshmitha V. in 2013, talks about the importance of film reviews. The study focuses on the readership of film reviews and its influence among the film audience. The researcher came to the conclusion that, most of the people read film reviews before watching movie. The study point out the importance of film reviews in selection of movie.

### OBJECTIVES AND METHODOLOGY

A research objective is defined as statement of purpose for which the investigation is to be conducted. The research objectives are a statement of purpose because this is to guide to be accomplished by the researcher in conducting his research project (www.businessdictionary.com).

The broad objective of the study is to know the impact of social on the movie viewing habits. To materialize the goal in a meaningful way, the main objective is divided in to some specific objectives.

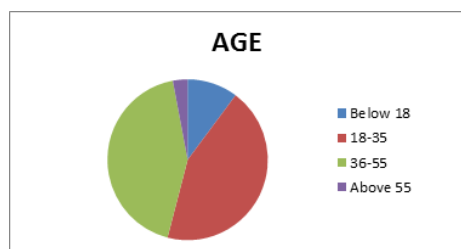
1. To study the movie viewing habits of audience
2. To know the ways in which audience know about latest movies
3. To analyse the impact of new media promotions in selection of movies
4. To find out how audience participate in the movies promotion

In This research study, the researcher selected survey method and the sampling is of random in nature. Random sampling is a part of the sampling technique in which each sample has an equal probability of being chosen. A sample chosen randomly is meant to be an unbiased representation of the total population. If for some reasons, the sample does not represent the population, the variation is called a sampling error. Random sampling is one of the simplest forms of collecting data from the total population. Under random sampling, each member of the subset carries an equal opportunity of being chosen as a part of the sampling process. For the purpose of study, a random sample of 235 respondents is taken. The samples were selected from different parts of Calicut city.

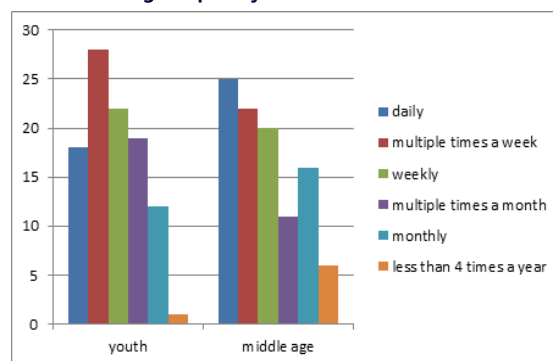
To gather the needed data for the research a questionnaire was used as data collection tool. The questionnaire was prepared with a brief description of the study and with enough directions to answer the questions. Most of the questions were closed ended. Ambiguous, incorrect and biased questions were avoided. For the choice questions freedom was given to write if the choice is something other than the ones in the questionnaire. The responses were analysed later in detail.

### ANALYSIS AND FINDINGS

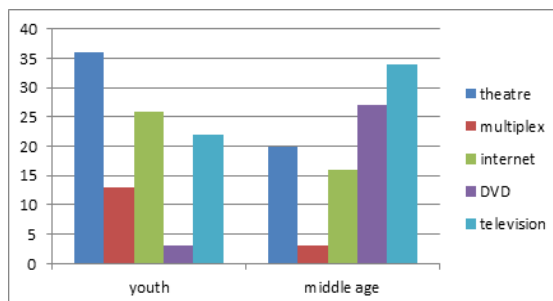
#### Sample Selection



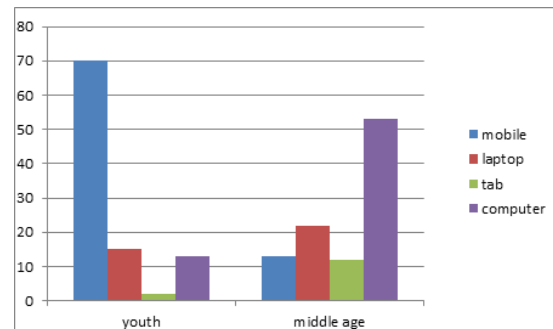
#### Movie Watching Frequency?



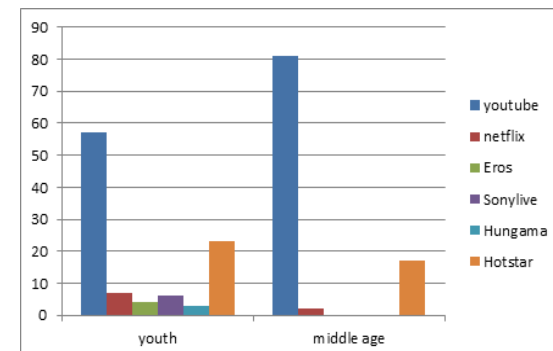
#### Most Used Medium For Watching Films



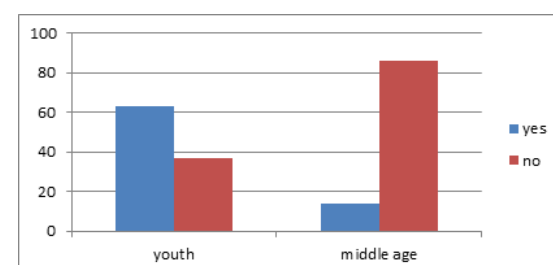
#### Most Preferred Movie Watching Digital Device



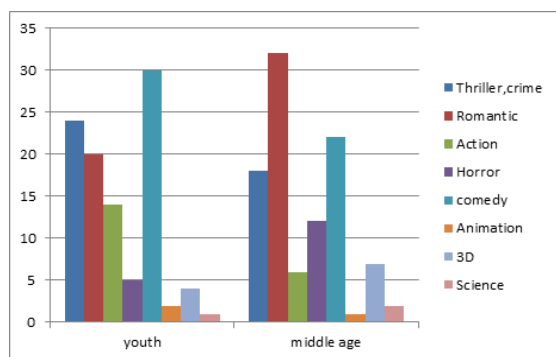
#### Most Preferred Movie Watching Site



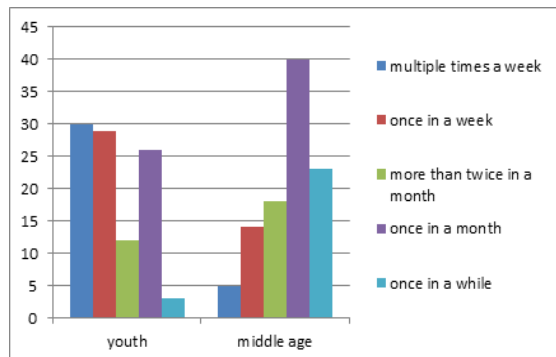
#### Use of Movie Viewing App



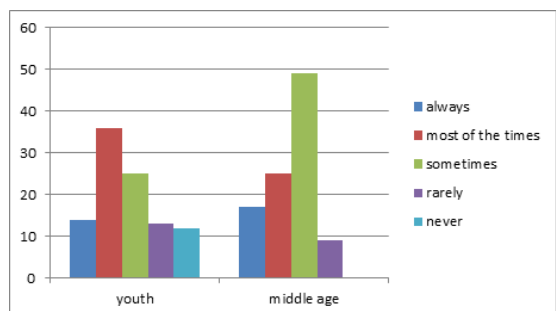
### Most Preferred Type of Movie In Theatre



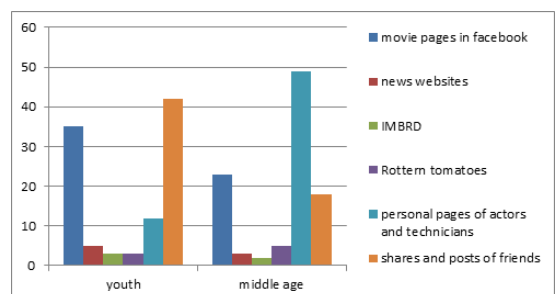
### Movie Watching Frequency



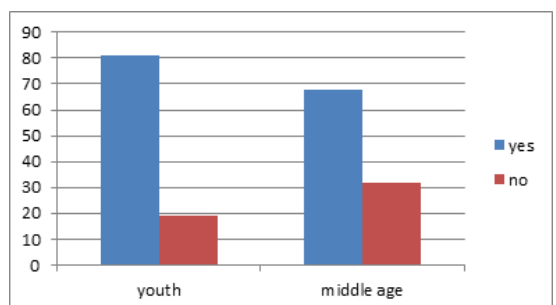
### Preference of Social Media To Select Film



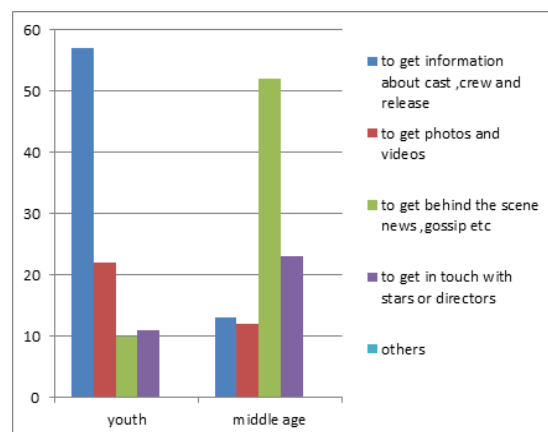
### Social Media and News About New Movies



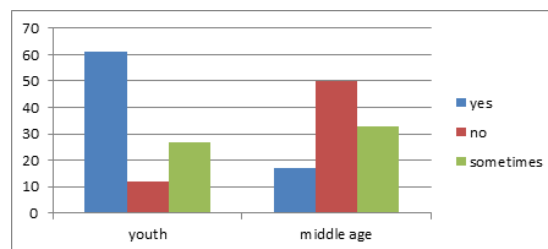
### Liking Facebook Pages



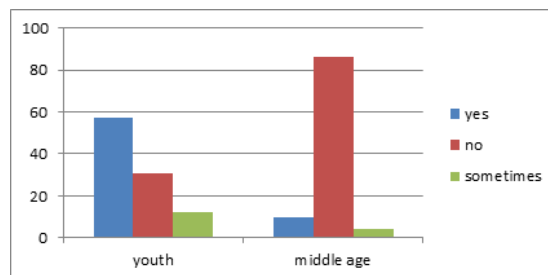
### Reasons For Liking Facebook Pages of Movies



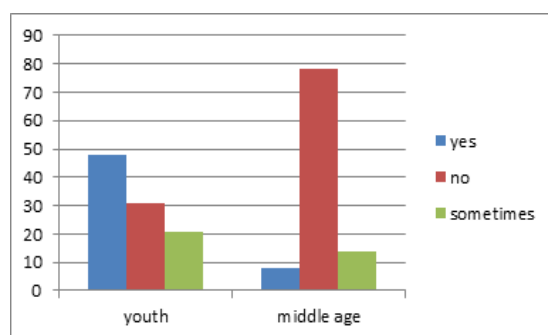
### Reading Online Reviews



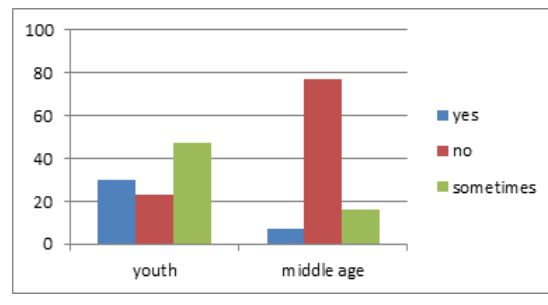
### Checking Online Ratings



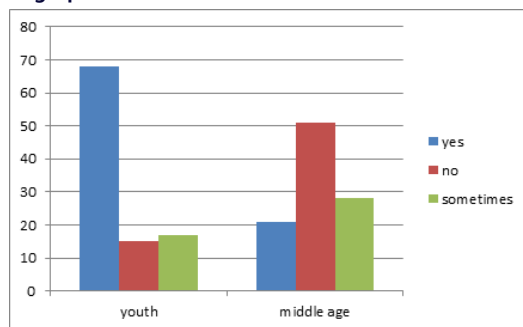
### Posting Status While Watching Movie



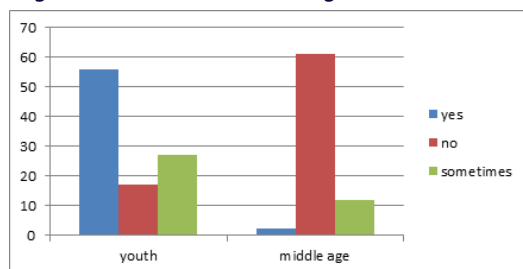
### Updating Opinions



### Sharing Opinions of Others



### Sharing Photos and Videos of Making



### MAJOR FINDINGS

- Majority of the middle aged people watch movies daily whereas majority of youth watches movie multiple times a week.
- Majority of the middle aged prefer television as the most used medium to watch movies whereas majority of youth prefer theatres for watching movies.
- Majority of the middle aged prefer computers as the most used digital device to watch movies whereas majority of youth prefer mobile for watching movies.
- Out of the movie viewing online sites, youth and middle aged prefer YouTube the most. Both of them consider Hotstar as the next option.
- Comparatively less middle aged people use mobile movie apps
- Majority of the middle aged prefer to watch romantic movies in theatre whereas majority of youth prefer comedy movies in theatre.
- Youth selects social media most of the times for selecting movies, but middle aged prefers social media only sometimes.
- Youth gets to know about movies through shares and posts of their friends whereas middle aged uses the pages of well-known actors and technicians for knowing about movies.
- Both categories likes the pages of movies but youth used the movie pages more to get information about cast, crew and release date whereas middle aged wants to get the behind scene news and gossips.
- Majority of the youth reads online reviews whereas majority of the middle aged doesn't.
- Majority of the youth checks online ratings whereas majority of the middle aged doesn't
- Majority of the youth posts status while watching movies where as middle aged wont.
- Youth updates their opinions, photos videos of making and shares that of others about movies sometimes whereas middle aged wont.

### CONCLUSIONS AND RECOMMENDATIONS

The study designed to understand the impact of new media in the movie viewing yielded good results. The study lights upon some important tastes, attitudes, likes and dislikes of youth and middle age viewers about the various aspects in new media movie viewing habits.

The prime objective of the study was to analyse the movie viewing habits of people. It was found out that people are very much interested in watching movies. Most of the middle aged people, watch movies on a daily basis from television. Youth prefer to watch films in the theatre.

Internet is becoming very popular among all age categories of Calicut city. DVDs which were one of the main business before some year is becoming outdated among youth. Middle aged has the habit of buying and watching films in DVD.

Mobile phones are widely used to view movies. There are reasons like 4g internet connection and mobile viewing apps for choosing mobile phones as medium to watch films. Personal desktop computers are popular among middle aged people for movie viewing.

Youtube and Hotstar are widely popular among the people. Others like Hungama, sony live etc are not at all popular here. Mobile apps other than youtube are not so popular. Types of movies preferred in theatres are comedy, romantic and thrillers.

Another major outcome of the study is the realization that a big majority of youth watches movies more than once a week from theatres.

The next objective was to know the ways in which audience know about the latest movies. Social media are used most of the times to know about films. The personal pages of actors and technicians are the main source to know about films even more than the movie page itself. Most of the people hit likes for movie pages. People have a feeling of getting connected with the stars while doing so. They also loves to explore the behind scenes and photos.

Another objective of the study was to understand the impact of new media promotions in the selection of movies. Online reviews are becoming a major source for decision making. Online ratings are not so popular.

The final main objective of the study was to understand the extent to which audience participated in the promotion of movies. Youth loves posting status saying they are watching the movie but are not that interested to post their opinions about the movies. But a majority of them loves to share the opinions of other people and pages regarding the film. People share a lot of videos and photos even before the release through social media.

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