



FACULTY OF APPLIED AND CREATIVE

**ATTRACTING MALE AUDIENCE IN WATCHING FAMILY
DRAMA**

MITCHELL LAU WEN NI

**Ijazah Sarjana Muda Seni Gunaan Dengan Kepujian
(Sinematografi)**

2018

ATTRACTING MALE AUDIENCE IN WATCHING FAMILY DRAMA

MITCHELL LAU WEN NI

Projek ini merupakan salah satu keperluan untuk
Ijazah Sarjana Muda Seni Gunaan dengan Kepujian
(Sinematografi)

Fakulti Seni Gunaan dan Kreatif
UNIVERSITI MALAYSIA SARAWAK

2018

UNIVERSITI MALAYSIA SARAWAK

Grade: _____

Please tick (✓)

Final Year Project Report

☒

Masters

☐

PhD

☐

DECLARATION OF ORIGINAL WORK

This declaration is made on the Monday of 11 June 2018.

Student's Declaration:

I **MITCHELL LAU WEN NI (52492)** from **FACULTY OF APPLIED AND CREATIVE ART** hereby declare that the work entitled **ATTRACTING MALE AUDIENCE IN WATCHING FAMILY DRAMA** is my original work. I have not copied from any other students' work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person.

MITCHELL LAU WEN NI
(52492)

Date Submitted

Supervisor's Declaration:

I **YOW CHONG LEE** hereby certifies that the work entitled **ATTRACTING MALE AUDIENCE IN WATCHING FAMILY DRAMA** prepared by the above named student, and was submitted to the "FACULTY" as a * partial/full fulfillment for the conferment of **BACHELOR OF APPLIED ARTS WITH HONOURS (CINEMATOGRAPHY)**, and the aforementioned work, to the best of my knowledge, is the said student's work.

Received for examination by: _____
(MR. YOW CHONG LEE)

Date: _____

I declare that Project/Thesis is classified as (Please tick (√) :

☐

CONFIDENTIAL (Contains confidential information under the Official Secret Act 1972)*

☐

RESTRICTED (Contains restricted information as specified by the organization where research was done)*

☒

OPEN ACCESS

Validation of Project/Thesis

I therefore duly affirm with free consent and willingly declare that this said Project/Thesis shall be placed officially in the Centre for Academic Information Services with the abiding interest and rights as follows:

- This Project/Thesis is the sole legal property of University Malaysia Sarawak (UNIMAS).
- The Centre for Academic Information Services has the lawful right to make copies for the purpose of academic and research only and not for other purpose.
- The Centre for Academic Information Services has the lawful right to digitalise the content for the Local Content Database.
- The Centre for Academic Information Services has the lawful right to make copies of the Project/Thesis for academic exchange between Higher Learning Institute.
- No dispute or any claim shall arise from the student itself neither third party on this Project/Thesis once it becomes the sole property of UNIMAS.
- This Project/Thesis or any material, data and information related to it shall not be distributed, published or disclosed to any party by the student except with UNIMAS permission.

Student signature: _____
(Date: _____)

Supervisor signature: _____
(Date: _____)

Current Address:

NO 6A, LORONG 2, JALAN PAYUNG, 96000, SIBU, SARAWAK.

Notes: * If the Project/Thesis is **CONFIDENTIAL** or **RESTRICTED**, please attach together as annexure a letter from the organisation with the period and reasons of confidentiality and restriction.

[The instrument is duly prepared by The Centre for Academic Information Services]

Acknowledgments

First of all, this research could not have been done without the help and support from the lecturers of the Cinematography Program whose expertise, understanding and guidance made it possible for me to work on a topic that was of a great interest to me within the required time. Therefore I would like foremost to extend my sincere gratitude to all those efforts, who facilitated the completion of this paper. It was a pleasure learning from them.

Next, I would like to express my gratitude towards all my friends and course mates who were very supportive and cooperative especially during the application of this research into a short film. Besides that, I am also thankful to the technicians of the cinematography program for their patience and cooperation while working on the lending of equipment from the faculty.

Last but not least, my utmost gratitude to my loving family who supported me morally and financially in order to complete this study.

The project entitled '**Attracting Male Audience in Watching Family Drama**' was prepared by **Mitchell Lau Wen Ni** and submitted to the Faculty of Applied and Creative Arts in partial fulfillment of the requirements for a Bachelor of Applied Arts with Honours (**Cinematography**)

Received for examination by:

(Mr. Yow Chong Lee)

Date:

Acknowledgments

First of all, this research could not have been done without the help and support from the lecturers of the Cinematography Program whose expertise, understanding and guidance made it possible for me to work on a topic that was of a great interest to me within the required time. Therefore I would like foremost to extend my sincere gratitude to all those efforts, who facilitated the completion of this paper. It was a pleasure learning from them.

Next, I would like to express my gratitude towards all my friends and course mates who were very supportive and cooperative especially during the application of this research into a short film. Besides that, I am also thankful to the technicians of the cinematography program for their patience and cooperation while working on the lending of equipment from the faculty.

Last but not least, my utmost gratitude to my loving family who supported me morally and financially in order to complete this study.

Table of Content

STUDENT DECLARATION
SUPERVISOR DECLARATION

ACKNOWLEDGEMENT.....	1
TABLE OF CONTENT.....	2-3
ABSTRACT.....	4
ABSTRAK.....	5

1. CHAPTER ONE.....	
1.1 Introduction.....	6
1.2 Background of Study.....	7-8
1.3 Problem Statement.....	9
1.4 Research Objectives.....	9
1.5 Research Questions.....	10
1.6 Hypothesis of the Research.....	10
1.7 Purpose of the Research.....	10
1.8 Significance of the Study.....	11
1.9 Scope of the Research/ Limitations.....	11
1.10 Audience.....	11
1.11 Conclusion.....	12
2. CHAPTER TWO.....	
2.1 Introduction.....	13
2.2 Film Genre.....	13-15
2.3 Elements of Genre.....	15-17
2.4 Genres and Its Interconnect with Audience.....	17-18
2.5 What is Family Drama?.....	18
2.6 The Characteristics of the Family Drama.....	19-20
2.7 Conclusion.....	20
3. CHAPTER THREE.....	
3.1 Introduction.....	21
3.2 Research Design.....	21

3.3 Quantitative Approach.....	22
3.4 Qualitative Approach.....	22
3.5 Content Analysis.....	23
3.6 Research Design.....	23-25
3.7 Conclusion.....	25
4. CHAPTER FOUR.....	
4.1 Introduction.....	26
4.2 Qualitative- Interview of Mr.Edmund Yeo.....	26-27
4.3 Film Analysis.....	
4.3.1 The Kid From Big Apple (2016).....	27-29
4.3.2 Rain Dogs (2006).....	30-32
4.4 Content Analysis.....	
4.4.1 Online Interview (Secondary Resource).....	33
4.4.2 Online Review.....	33-34
4.5 Data collected from Questionnaire.....	35-42
4.6 Discussion.....	42-43
4.7 Conclusion.....	43
5. CHAPTER FIVE.....	
5.1 Introduction.....	44
5.2 Summary of Main Findings.....	44-45
5.3 Application.....	45
5.4 Recommendations/ Future Research.....	46

REFERENCE
APPENDIX

Abstract

“Attracting Male Audience in Watching Family Drama” explores the film genre has interconnectivity with film genre and focus on young Chinese male audiences in the age range of 18 to 25 years old in Kuching. To illustrate these ideas, the researcher used mixes method: Interview and Questionnaire to achieve the research objective. ‘The Kid From Big Apple 1’ (2016) and ‘Rain Dogs’ (2006) as case study to discuss and identify the relationship between gender and genre in the drama film. The findings of this research show that in order to attract both female and male audience in watching family drama, elements from multiple genres should be incorporated in a single film. This research aims to provide an insight for further research related to family drama film.

Abstrak

Kajian ini yang bertajuk “Attracting Male Audience in Watching Family Drama” merupakan penyelidikan yang meneroka hubungkai antara genre filem dengan jantina penonton dan memberi tumpuan kepada penonton lelaki muda Cina dalam lingkungan umur 18 hingga 25 tahun di Kuching. Untuk menggambarkan idea-idea ini, penyelidik menggunakan kaedah campuran iaitu kaedah wawancara dan kaedah soal selidik untuk mencapai matlamat penyelidikan. ‘The Kid From Big Apple 1’ (2016) dan ‘Rain Dogs’ (2006) sebagai kajian kes untuk membincangkan dan mengenal pasti hubungan antara jantina dan genre dalam drama drama. Penemuan kajian ini menunjukkan bahawa menghasilkan filem drama keluarga perlu dicampurkan dengan unsur genre lain untuk menarik kedua-dua genre untuk menontonnya. Kajian ini bertujuan untuk memberi gambaran mengenai penyelidikan lanjut berkaitan filem drama keluarga.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This research is to carry out a study about male audiences in watching family drama. This topic is important to investigate in order to break the tradition; watching family drama is not a patent only for female audiences but also for male audiences. Before this, we know the gender stereotypes, the majority of male audiences would prefer the film genre of action with the fighting scene and the element of heroic compare to the film genre that revolves around the conflict of family members, which is family drama. In contrast, female audiences like film genre of romantic and melodramatic. Therefore, this research will explore the genres of film and its interconnectivity with the audience's interest in watching the film. To be sure, this research will focus on young Chinese male audiences in the age range of 18 to 25 years old in Kuching.

1.2 Background of study

As everyone first impression when heard about the film genre of family drama, which is a very female film, a women's tastes and male audiences will not buy for it. Family drama is a genre always surrounded with the conflict of family members that mixed the aspect of the romantic and comedy. Family drama uses emotional storytelling technique that portrays the realistic characters, setting and life situations. And because the story itself could happen in our real life will make the audiences easily touched. In the meantime, filmmaker deliberately targets at female audiences. This is because the film genre with family drama could try to make sense of women thinking and perhaps even create imaginative space. In addition, women are crying more easily than men. However, men would not go tear when watching something sad because men are strong and emotionless. Consequently, the action of crying is a sign of weakness to a man (Pamela Morris, 2015). The observation has led people to think that male audiences probably should prefer watching an action film and female audiences typically watch the romance film.

Somehow, gender stereotypes about movies generally match the actual preferences of men and women. The assumption that women prefer film genre of romantic and melodramatic and also put the element of comedy, for instance, has received some empirical support (Oliver et al., 1998; Harris et al., 2000). Furthermore, there are always two kinds of films categories that are 'women's film' and 'men's films'

according to Fischhoff (1997). Different categories of the film have impacted us in many ways. This is because besides the story of a film, women and men will surrogate themselves in the characters starred in the film. Therefore, women prefer a romantic story and men interest about the aggressive story in watching the action film. At the same time, the previous research had had an evident for the larger male than a female preference for action and horror film (Sparks, 1991; Krcmar and Kean, 2005). Obviously, family drama is a genre favorite of women and men are less interest in watching genre like this. This is because women and men have big difference physically and mentally. In the way, women are sensitive and sweet, and in contrast, men are stable, strong and dominant (Nguyen, 2015). These can affect the interest of gender in movies.

Genres film can be determined by the personality types of an audience when trying to pick out a movie. According to Kraaykamp et al (2005), to the audience who chose the comedy genre can be explained they contain humor, because comedy's plot lines are unpredictable, and also challenge conventional ways of thinking by the fact that comedy movies are often more original. Audiences who prefer genre of action film somehow can determine they are less emotionally stable. According to Conway and Rubin (1991) who state that people who are more neurotic nerves will gravitate towards movies that are lighter such as comedy that free them from their neuroticism. To the genre of romance is compatibility with viewers especially to the female audiences. Its genre is ended with the happy ending and provides people who seek to break free from the anxiety life. And the majority of audiences always are the females.

1.3 Problem Statement

Men and women are different physically and physiologically. Hence, women prefer movies or genres that can center on social relationships, whereas men prefer movies or genres centering on aggressive conflicts (Oliver et al., 2000). Therefore, it can be concluded that women should like romantic and sometimes melodramatic film remark as a 'chick flicks' or 'tearjerkers' but less interested in watching horror and action film. In contrast, men should like horror and action films but not interest to the romantic and melodramatic film. According to KaiBoon (2014), she found that men prefer action movie then family drama because action movie is always simple, faster storytelling and 'less talk, more action' way to end the story. This is a gender stereotype of watching movie preferences of women and men. At here, the researchers find that different gender has totally different views on the preferences for watching the film genres. The majority of watching family drama always belongs to female audiences and less male audiences. The topic of family drama is always compatible with female's preference for the harmony and romantic content. Hence, with all said, they provide the base for this research.

1.4 Research Objectives

There are three objectives to be achieved at the end of the study:

- I. To identify the relationship between gender and family drama film.
- II. To determine the opinion of male audience on family drama.
- III. To suggest the way to attract male audience in watching family drama.

1.5 Research Questions

The research will be based on several questions:

- I. What is the concept of gender and its interconnectivity to the film family drama?
- II. What is male audiences' opinion on family drama?
- III. How to attract the male audiences in watching family drama?

1.6 Hypothesis of the Research

H_1 =Mixed the element of action into the family drama will attract the male audience.

H_0 =Mixed the element of action into the family drama will not attract the male audience.

H_2 = Story is the main core of the family drama to attract male audience.

H_0 = Story is not the main core of the family drama to attract male audience.

1.7 Purpose of the Research

The goal of this study is to find out a way to attract the male audience in watching the family drama. The research finds out that majority of watching family drama is the female audience. In contrast, male audience prefers action film and horror film. Through the research will discover what is the relationship between gender and film genre. Consequently, the researcher can understand the factors of male audience

disliking family drama. With the knowledge on exploring this topic; it can help filmmakers to provide a new way interpretation of making a film. Therefore, creating the better understanding of the factors of women and men in choosing the film genre.

1.8 Significance of the Study

The significance of the research is to understand and expose the audiences and filmmakers about the possibility of attracting male audiences in watching the family drama. Therefore, production members such as scriptwriters and producer will gain additional knowledge while producing a story of family drama. Moreover, a successful family drama that can attract women and also men to watch. At the meantime, it is hoped that this study will be able to help to improve the film industry on economy and education level.

1.9 Scope of Research/ Limitations

The scope of the research is only focused on the young Chinese male audiences around age 18 years old to 25 years old in Kuching. In addition, male audiences have limited knowledge about family drama yet more interest in an action film or horror film.

1.10 Audience

This research could give reference to the Malaysia filmmakers who produce family

drama. This research will also provide the local cinema students with extra knowledge on making family drama. To them, they will gain a lot of ideas that can be more creative and have a good pre-visualization to making a successful film.

1.11 Conclusion

In conclusion, the family drama tells a family life around the aspect of love, comedy, and romance. Many researchers found that family drama only targets to the female audiences. Therefore, less of male audiences are the interest of watching the family drama but prefer watching action or horror film. At the end of the research, the researchers will identify the interconnection between gender and family drama to the male audiences and hope can help local film industry like filmmaker and scriptwriter making a successful film. The researcher expects to collect more detailed data through the following chapter.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The literature review is the very first step before starting a research. Through literature review, different sources and information will be read and be used as the reference for works in the certain field. The theory or statement obtained from the source could help ignite a brand new idea or theory. The body of literature will be studied on how a genre of film and its interconnectivity with the interest of the audience in watching the film. However, family drama is the main genre study on this research.

2.2 Film Genre

'Genre is an important factor that leads audiences' decision making about what kind of film they prefer to watch' (Mealey, 2000; Oliver et al., 1998; Janna Gould, 2011).

Film genres can be categories, group of film that has similar techniques such as content, subject matter, structures, themes, plot and narrative events. Every film genre will bring some specific characteristics as below:

Film Genre	Characteristics
Comedy Films	Includes romantic and black comedy
Drama Films	Remains slow-paced and portrayal of realistic characters, emotion, setting and situations.
Action Films	Fast-paced, explosions, fighting.
Horror Films	Designed character living under the setting of low light and dark.

‘Genre’ can be defined as a set of categories, patterns or identifiable types that go beyond individual films and making sense of texts within genres and constructed by the filmmaker. Somehow, some people argue that a genre is an act of constructing meaning but others argue that knowledge of genre could lead to passive consumption of generic texts (Knight 1994). Besides that, the genre is important to both filmmaker and their target audience. Film producer aims to use the genre to minimize the economic risk in making a film. In the same way, film distributor will use the genre to promote films. The genre for audiences is to create a hierarchical sense of pleasure and escapism when watching a film. This is succinctly pointed out by Knight (1994), ‘Satisfaction is guaranteed with the genre; the deferral of the inevitable provides the additional pleasure of prolonged anticipation.

According to Wühr & Schwarz (2016), men remembered more details from action movies than women, and women remembered more details from romantic movies than men. For example, 'Bridesmaids' (2011), a film genre with narrative elements that are the love story, strong friendships aim to target female audiences but due to popular culture of deemed masculine, and therefore is funny should be offered the elements added to the story to attract male audiences are sophomoric.

2.3 Elements of Genre

Based on the book 'Film Genre', Barry Keith (2007) had justified film genres are composed of certain common elements in chapter one. Through the specific genre, there are conventions, iconography, setting, stories and themes, characters, actors and stars, viewers and audiences.

I. Conventions

According to the Barry Keith (2007), the codes and conventions are present in every single film that associated with particular genres. For example, the code of action film could be a gun and explosions and heroes and the conventions of an action film are mission waiting to complete, fights and always-in life or death situations. The conventions of the drama are

Always built on the emotional issues like the struggle. The characters in drama films are divided into three main groups: Protagonist, Antagonist, Helper and Best friends.

II. Iconography

In film genres, iconography refers to the visual language of film, particular objects, and archetypal characters. For the drama genre, real-life issues are the iconography that something audience would not confuse an audience be able to understand the storyline of the film. According to Zach Glasby (2013), every drama films will end the story as happy ending with the issues is solved and overcome the difficult otherwise the audience would not satisfied if the protagonist did not resolve his problem in the film.

III. Setting, Stories, and Themes

According to the Dr. Robert Sweetland's Notes, there is backdrop setting that unimportant to the story and the story could take place in any setting. There are many types of setting: the Integral setting is important since it can be influenced the story, characters by the time, place and setting, functions of setting, setting as an antagonist which character able resolve the conflict created by setting, setting that illuminates characters and setting as symbolism.

Most of the genre films are structured according to the principle outlined by David Bordwell in his discussion of standard Hollywood practice (David Bordwell, Janet Staiger & Kristin Thompson 1985). They feature the common dramatic construction,

focusing on the different type of conflict on an individual hero who must overcome the difficult to right the bad situation to good. The theme in the genre is always to increase the interest of audiences.

IV. Characters, Viewers and Audiences

Characters contribute to the look of the film. The story of a film is most often told through characters. According to J. Maureen Henderson (n.d.), the film 'Wonder Woman' have 50% are the female audience, which itself a notable achievement for a genre that typically appeals majority to the male audiences while 'Wonder Woman' includes plenty of action scenes. 'Well-written scenes that include characters' emotions allow the audience to viscerally take part in the story and bond with the characters'. (Martha Alderson M.A, n.d.)

2.4 Genre and its interconnect with audiences

Men and women are different in physically and physiologically. Hence, Women prefer movies or genres that can center on social relationships, whereas men prefer movies or genres centering on aggressive conflicts (Oliver et al., 2000). Gender has its own movie genre preferences. According to Sparks (1991), he has found large male audiences prefer watching action and horror movie than female audiences. At the same time, there are evident that shows female audiences prefer watching the melodrama compared to male audiences (Oliver, 1998).

Based on a newspaper article by Aidil Rusli (2013), the Malaysian audiences fall into a fixed group of categories. He argues that there are three types of audience: first are the ones who do not watch local films no matter how good that film is. The second are those who only watch local films if they feel that it is worth the watch. The last type is people who will watch local films no matter how good or bad the quality of the film is. The third group often watches films that present their favorite actors and they contribute to the collection of most horror-comedy and comedy films. However, no audience study of the Malaysian locals has been made to support this theory.

2.5 What is family drama?

According to Noelle Buffam (year), a drama film is a genre that aims to tell an honest story of human struggles and more focused on the emotional and relational development of realistic characters. One of the example drama films is 'The Godfather', a family revolving around the crime circle. A drama of family always portrays the life of family member and derives the message of the importance of love or culture. Family drama is a drama that is more comedy or romantic.