



1. The 'Enlightened' city part 1
Research design / theoretical frame / global set up
2. The 'Enlightened' city part 2
Case studies and experiences



3. Film audiences reconsidered

Experiences from contemporary audience research: 1. young people in Flanders / 2. LOTR / 3. arthouse



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1. Hollywood, Europe and cultural identity

Young people and
film consumption in Belgium



Hollywood, Europe and cultural identity

- I. Context
 - contemporary film audience research project
- II. Discursive dichotomies
 - popular film culture and young people
 - Hollywood, Europe, national cinema and film experiences
- III. Discussion
 - international audiences, transparent narration and cultural dominance

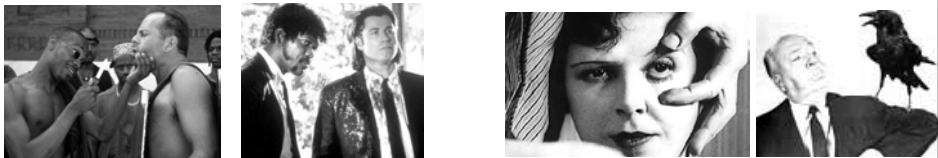
I. Context

- Research gap
 - contemporary international audiences for Hollywood film
- Belgium/Flanders and national/regional film culture
 - Federal state & regional film culture: policy, language, dubbing, film taste
 - Multiplexes, TV and Hollywood
 - Multicultural & multinational media environment?
- Qualitative audience study
 - Interviews with 28 Flemish people (aged 16-20)
 - Hollywood, Europe, national cinema and film experiences

II. Discursive dichotomies & 'national' horizon of expectation

	<i>FLEMISH FILM</i>	<i>HOLLYWOOD</i>
• QUALITY	low	high
• VISIBILITY	low	high
• REPRESENTATION	old fashioned boring reality	modern exciting fantasy
• GENRE	drama, historical	action, comedy, thriller, horror
• SETTING	mundane Flemish	attractive foreign
• STYLE	simple, primitive	sophisticated, high tech
• ACTING	artificial	realistic
• LANGUAGE	artificial	the film language
• CINEMATIC REALISM	low	high
• THEMATIC REALISM	high	low
• IDENTIFICATION	low	high
• MEDIUM	television	cinema, TV, video-DVD
• REFERENCE	old films on TV	recent films in cinema

Contemporary Hollywood as classic



- “Going to the movies” = watching Hollywood blockbusters in the multiplex
- The language of real movies
- “Classics” and short personal film history

European cinema as insignificant other

- European film: an abstract concept
- French film: ni vu, ni connu!
- Italian film: 'la vita è bella!'
- Spanish & German film: ?
- Film language & language in film as barrier



Flemish national cinema: a television affair?

- Ok, but never in the cinema / multiplex!
- Flemish film as television film
- Genre and history
- Teenpics, an exception
- Flemish film culture and national cinema



III. Transparant narration and cultural dominance

- Young people and Hollywood
 - Dichotomy Hollywood/Flemish film vs multicultural film experience
 - Blockbuster as engine of popular media culture
- Nationality and horizon of expectation
- Audience research contribution
 - Crosscultural film experience and popular film culture
- Transparant narration and cultural dominance
 - Contemporary classical Hollywood cinema as mainstream narrative
 - Negotiation within industry boundaries & national context



2. Fandom and blockbusters

The reception of 'the Lord of the Rings
-Return of the King' in Belgium



Fandom and blockbusters

Fandom and
blockbusters

Fandom

Fandom

Fandom

Fandom

Fandom

Fandom

research ROTK: focus groups

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research ROTK: survey

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research ROTK: industry

research ROTK: industry

conclusion: fandom reconsidered

conclusion: fandom
reconsidered

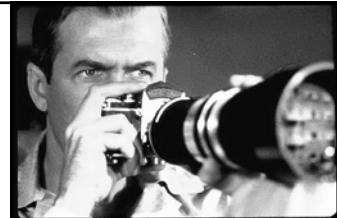


3. Cinephilia in the European city.

A study on art house audiences in
Antwerp and discourses on film
experiences in context



1. context



1. context

2. concepts

2. concepts

2. concepts

2. concepts

2. concepts

2. concepts

2. concepts

2. concepts

3. research

3. research

MuHKA_media

3. research



3. research

Cartoon's



3. research

3. research

3. research

3. research



3. research

3. research

3. research

3. research

3. research

3. research

3. research

3. research

3. research

3. research

4. discussion

4. discussion

5. questions

5. questions



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