How the Academy Awards Influence Audience Perception of a Film

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Abstract

The Academy Awards are the most prestigious and influential award TV show in the film world; it is also the most watched among the big TV award shows. People’s motivations for watching a film have been the subject of multiple research studies; however, few have focused their attention on how award shows might influence the public’s decision to see a film. This study addresses this gap in the communication literature by implementing an experiment that addresses whether the Academy Awards nomination signal in movie advertisements influences audience perception of a film’s quality and subsequently modifies their likelihood of watching a film. The study tested audiences with varying levels of interest in a film, while analyzing how they engaged with an Academy Award nomination signal in a movie advertisement as a cue to motivate, persuade or inform their interaction with an entertainment product.

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This results in people’s perceptions of crime and deviance in society being influenced by what media personnel choose to include or leave out of their newspapers, television programmes, films or websites. Media representation overwhelmingly therefore influences what people believe about crime regardless of whether these impressions are true or not. Such media representations tend to create distorted perceptions of crime among the majority of the public, exaggerate its threat and unnecessarily increase the public’s fear of crime.

We are a multi-award winning independent youth news platform that provides young people with the tools necessary to engage in politics and a platform to shout out and be heard. Advertising on Shout Out UK. Political Literacy Course. The Power and Speed of Perception. If you’re like most people, you remember the perception more clearly than the content.
There are plenty of reasons for that. One of the biggest reasons is we form perceptions quickly and then spend most of the rest of our time justifying it. Shrinking Attention Spans. In a world of shrinking attention spans, most people form perceptions of others faster than ever. That makes it more important than ever to have a very clear idea of the perception you want the audience to have long before you ever begin the presentation. Perceptions and Influences. Getting clae