



WHAT MAKES OR BREAKS A FILM



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INTRODUCTION

Movies do more than entertain—they shape the way we think, feel, and behave. From hidden ideologies to political messaging, films are powerful tools used by major industries to influence our beliefs and perceptions. The relationship between human behavior and various genres of film are important because they consist of receiving communications and portraying narratives through helping an individual “cognize” the world of cinema, (Fearing, 1947). This causes problems for the viewer since commercial and entertainment films consist of state policy and ideology elements, which are very similar to the elements within propaganda films, (Johnson, 2016).

Key Question:

What narrative and emotional elements cause certain films to succeed commercially and socially, while others seem to fail

What This Research Explores:

- How emotions, storytelling, and ideologies are embedded in films
- The role of media in shaping public opinions and social behaviors
- How do modern films affect our reality, social roles, and personal identities?

RESEARCH METHODOLOGIES

Methodology:

- ✓ Reviewing box office data, ratings, and audience reviews on the top 10 most successful films
- ✓ Analyzing character arcs, ideologies, and emotional responses
- ✓ Categorizing common elements in successful vs. unsuccessful films

Research Timeline:

- **Jan 9-19:** Analyzing film revenues & audience responses
- **Jan 22-Feb 9:** Watching & coding popular films (*The Dark Knight*, *The Godfather*, *Inception*, etc.)
- **Feb 12-20:** Correlating film elements with audience engagement

DATA AND FINDINGS

The Science Behind Film Influence:

Movies affect us through **emotion, cognition, and behavior**:

Psychology of Storytelling – Movies evoke empathy and shape our perspectives (Tan, 2018).

Impact on Attitudes – Studies show films alter opinions on social issues over time (Kubrak, 2020).

Behavioral Influence – Teens exposed to smoking in movies are more likely to start smoking (Sargent et al., 2002).

Did You Know?

Research proves that **the emotions a film evokes can predict its genre with 90% accuracy** (Mokryn et al., 2020).

DATA AND FINDINGS

Success Formula: What Makes a Hit Film?

Key Elements of Box Office Hits:

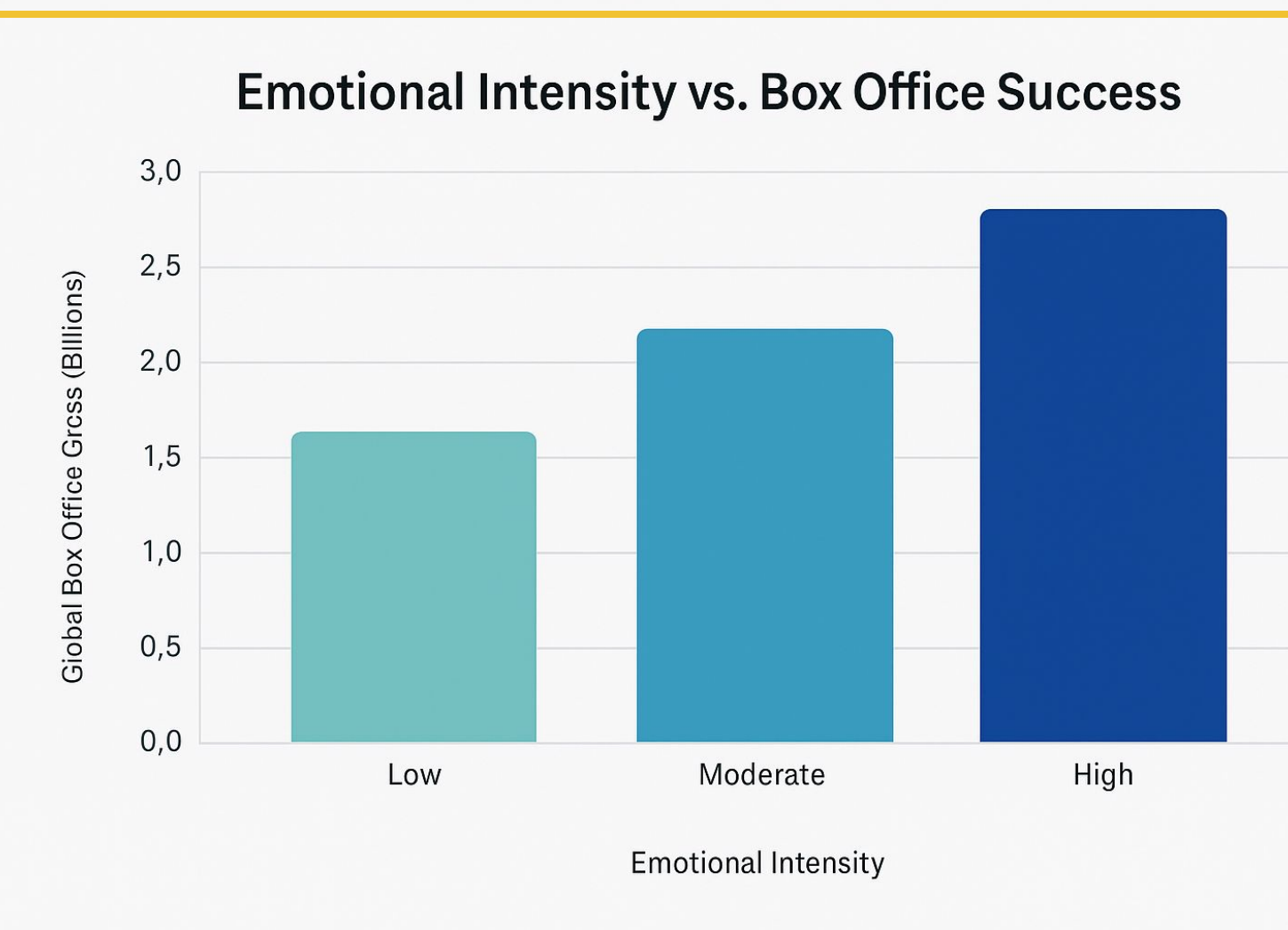
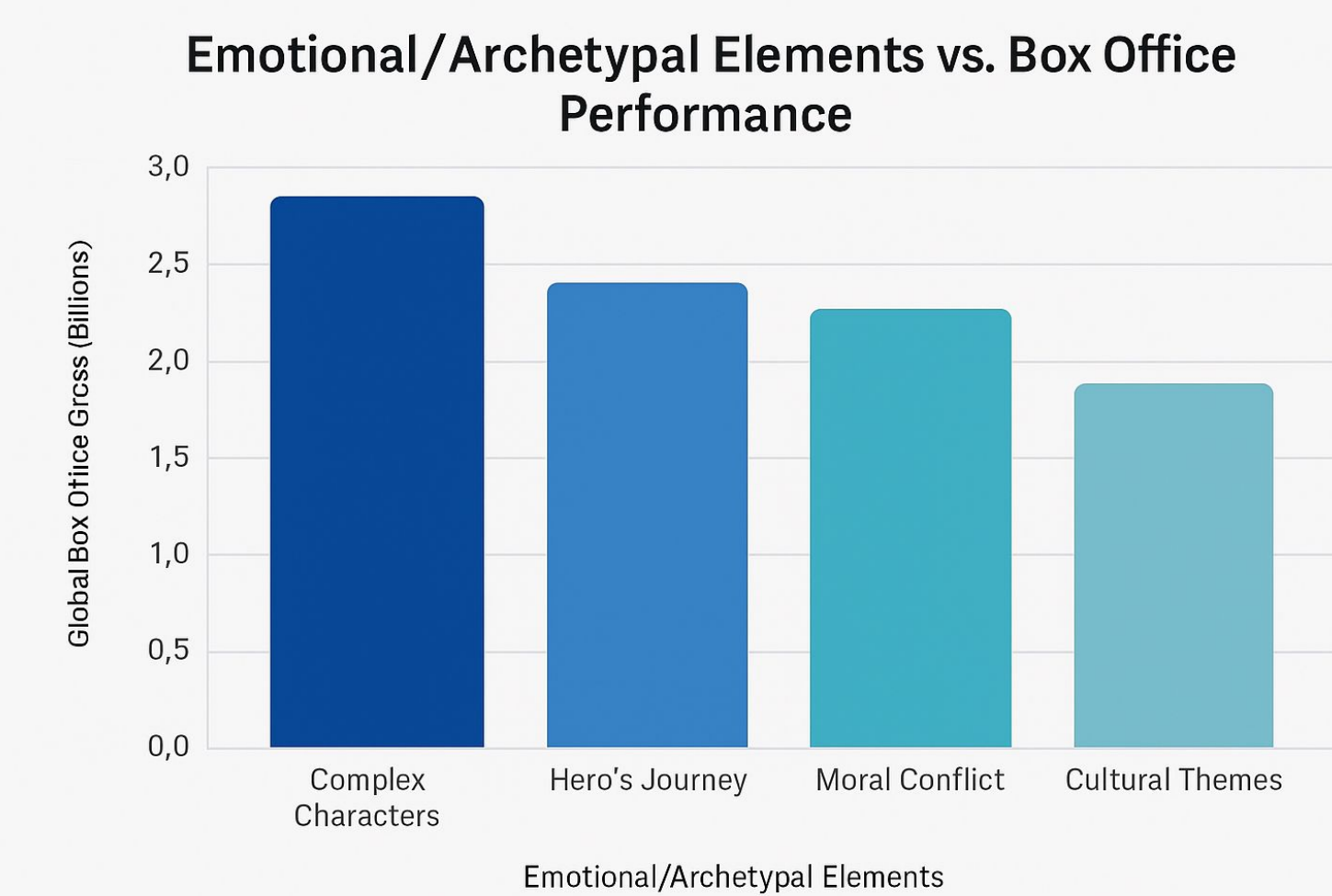
- **Complex Characters** – Audiences connect with morally conflicted protagonists.
- **Engaging Narratives** – Strong storytelling keeps viewers invested.
- **Cinematic Excellence** – Direction, acting, cinematography, and music matter.
- **Emotional Depth** – Films that make audiences *feel* something perform better.
- **Cultural Relevance** – The most successful films reflect or challenge societal norms.

Top Performing Genres:

- **Superhero & Fantasy** (*Avengers: Endgame*, *Star Wars*)
- **Crime & Drama** (*The Godfather*, *Pulp Fiction*)
- **Mind-Bending & Psychological** (*Inception*, *Fight Club*)

Observational Research Findings:

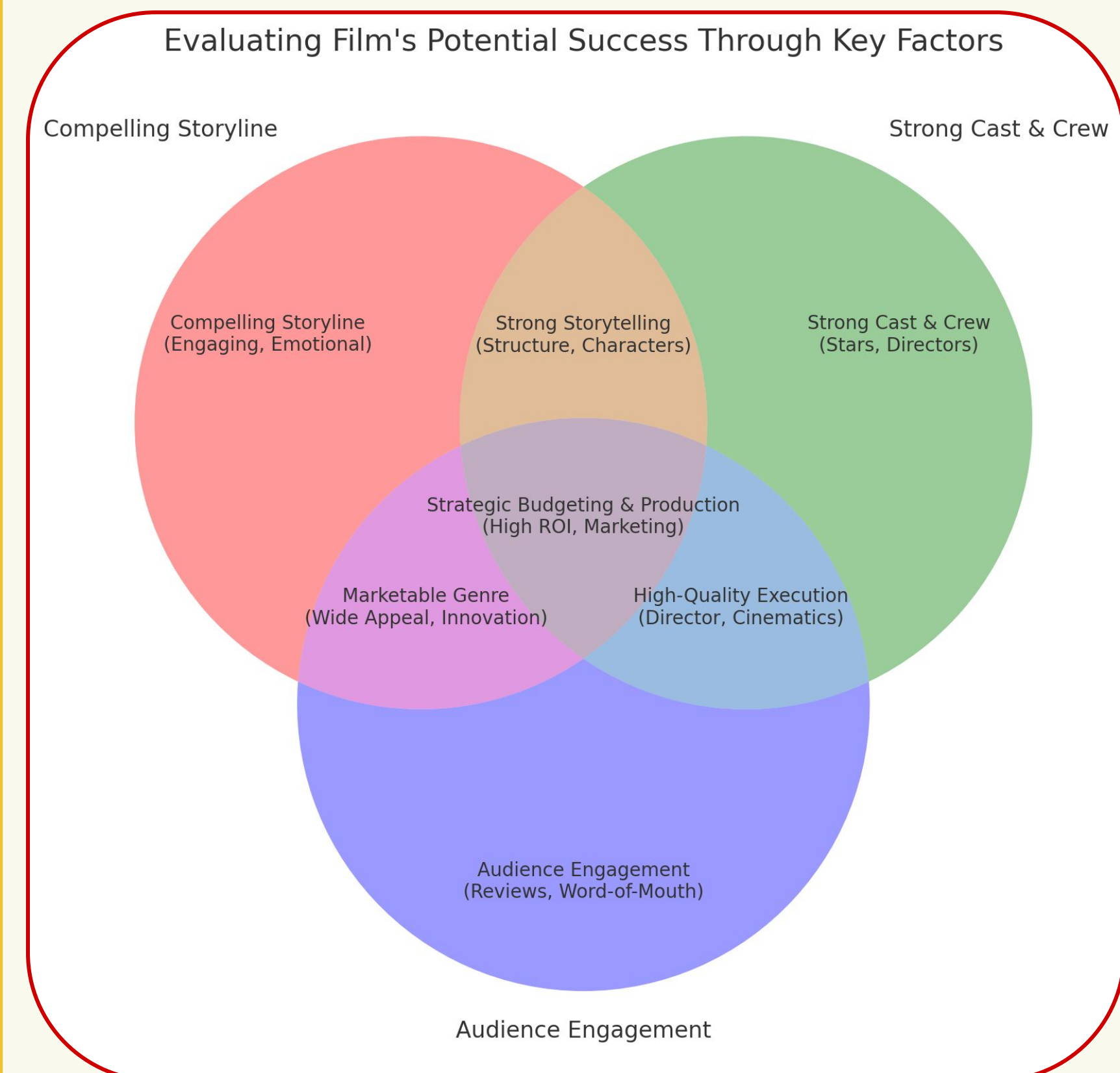
- **Movies with strong character arcs and personal struggles resonate the most.**
- **Well-known actors and powerful cinematography contribute to success.**
- **Social and political messaging plays a significant role in audience reception.**



BACKGROUND AND SIGNIFICANCE

Films influence **human behavior, emotions, and perceptions** by shaping **social roles, promoting empathy, and reinforcing ideologies**. Studies show that films **evoke emotions** that help audiences connect with characters and narratives, impacting their attitudes and opinions. For instance, young viewers' perceptions of the elderly worsened after watching films about aging, while postgraduates became more empathetic. Movies can also influence behaviors, such as adolescent smoking, by portraying certain actions as desirable. Additionally, films serve as a **socializing force**, presenting **dramatized versions of reality** that shape **societal norms, values, and political ideologies**. The **emotional** and **symbolic elements** embedded in films help audiences process their **experiences**, whether through **realistic portrayals, propaganda, or genre-specific storytelling**. However, their impact can be both positive and negative, depending on **audience engagement** and the messages conveyed. Expanding this research will build a **blueprint** for how filmmakers create **successful films** and how their narratives **inspire, persuade, or influence** audiences.

CONCLUSIONS AND ANALYSIS



Key Takeaways: The Power of Film

Why Does This Matter?

Movies don't just entertain—they **educate, manipulate, and inspire**.

- **Successful films master storytelling, character development, and emotion.**
- **Hidden ideologies influence audience perceptions, often unnoticed.**
- **Cinema has the power to reinforce or reshape societal norms.**

Final Thought:

As consumers, we must be mindful of the films we watch—understanding their deeper messages and their impact on our minds and society.

💬 **Next time you watch a movie, ask yourself:** *What is it really trying to tell me?*

DISCUSS:

What's the most influential movie you've ever seen?

(Feel free to leave your answer on a sticky note)

ACKNOWLEDGEMENTS / REFERENCES

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***Works Cited:

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PLUTCHIK'S WHEEL OF EMOTIONS

Plutchik's Wheel of Emotions is a model that organizes human emotions into a circular diagram, illustrating how emotions are related. By understanding how emotions interact, filmmakers can craft scenes that elicit strong, meaningful reactions from viewers; creating an emotional journey for the audience. These emotions can blend together to form more complex feelings. The intensity of emotions also varies, with stronger and weaker versions of each.

