

STUDY ON TAMIL MOVIE REVIEWERS IN YOUTUBE

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ABSTRACT

Movie review is the analysis of the film by a film critic who gives the basic description about the plot, the screen play, the actors, the directing, music, cinematography etc.... which helps for the common people to view the review before or after watching the film. This research paper tries to study about movie critic in digital world it focuses on YouTube movie reviewers in Kollywood film industry. The main aim of this paper is to show how the film critic plays an important role as a deciding factor for the audience to watch movie. Film critic **INFLUENCER** or the choice of **DECISION MAKER?**

KEYWORDS: Film critic, YouTube reviewers, Movie Ratings, Tamil movies, Social media.

1.1 INTRODUCTION

Film criticism is the analysis of the film and its medium. Film critic watch and analyse the movie and give their opinion to the people to get idea about the movies to watch it. They try to analyse the performance of the actors, music, action, cinematography, direction and editing along with the story line. In Kollywood for a month nearly 8 movies get released so reviews really help's the audience to choose a correct and worthy movie to watch. Film review has its own importance among the audience and also it impacts the production management, people involved in making the film. In certain case film critic becomes the deciding factor for the success and failure of a movie.

How a film review should be done:

- First thing before writing or making video about a film review one should watch the film and try to understand the concept of the film. Because the output they give after watching a film is the matter of content for the viewers.
- The film should include all the aspect on how the film is made and the review should contain about the basic information of the Movie Title, Movie Genre, Name of the lead actor, Name of the director.
- While doing the review the reviewer should not reveal the entire plot or the important scene of the movie because it will not make the audience to be curious enough for watching the movie.
- The reviewers should not give negative opinion for the movie because it may influence the audience.

1.2 AIM OF THE RESEARCH

Movie review is the analysis of the film by a film critic who gives the basic description about the plot, the screen play, the actors, the directing, music, cinematography etc.... which helps for the common people to view the review before or after watching the film. This research paper tries to study about movie critic in digital world it focuses on YouTube movie reviewers in Kollywood film industry. The main aim of this paper is to show how the film critic plays an important role as a deciding factor for the audience to watch movie. Film critic INFLUENCER or DECISION MAKER?

1.3 OBJECTIVE

- To find out the influence of movie reviewers among the viewers.

1.4 LIMITATION

- ✓ This research paper mainly focuses on the review of Tamil movies.
- ✓ Though there are many platforms for movie reviews like TWITTER, FACEBOOK, INSTAGRAM, IMDB, ROTTEN TOMATOES, GOOGLE USER REVIEW, TELEVISION, NEWSPAPER AND MAGAZINE but this paper tries to focus on YouTube.

1.5 SCOPE OF THE STUDY

Movie review is the analysis of the film by a film critic who gives the basic description about the plot, the screen play, the actors, the directing, music, cinematography etc.... which helps for the common people to view the review before or after watching the film. In Kollywood for a month nearly 8 movies get released so reviews really help's the audience to choose a correct and worthy movie to watch. Film review has its own importance among the audience and also it impacts the production management, people involved in making the film. In certain case film critic becomes the deciding factor for the success and failure of a movie.

2.1 RESEARCH DESIGN

- In this research paper quantitative method is used. Survey is the methodology used in this research paper.
- A quantitative survey method has been conducted among people of age group 18-35. A set of questionnaires with close ended questions was circulated and the response of the respondent was considered for the further research to draw conclusion for this research paper.

2.2 SAMPLING METHOD

- The sampling method for this research is the random sampling method in order to include respondent on all aspects which would most probably be the un biased sampling method.

- The another sampling method used in this research is snow-ball sampling. First the samples are randomly picked for the research and then the selected random samples recruit future samples and this process would continue until the targeted samples for the research is obtained.

3. DATA ANALYSIS AND INTERPRETATION

- To find out the influence of movie reviewers among the viewers

FIGURE 1

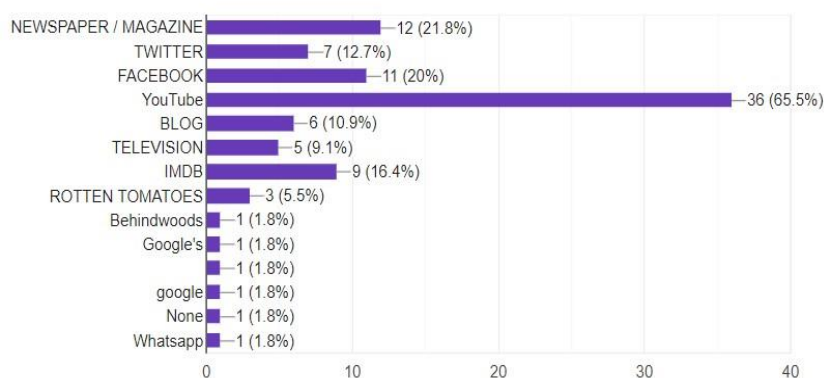
Will you watch movie review before watching a film?



When asked will you watch movie review before watching movie nearly 61.8% responded **YES** and 29.1% have responded **NO** and 7.3% have responded they will **SOMETIMES** watch movie review before watching a film. This shows that the respondents are more likely to watch movie reviews before watching a movie and the option of the reviewers are taken into account.

FIGURE 2

Which platform will you use to watch movie review?



It is found that 65.5% people uses **YouTube** to watch movie review, we may think traditional media is having lesser importance in today's world but it is found 21.5% reads reviews in (**Newspaper and magazine**), 20% uses **Facebook**, 16.4% uses **IMDB**, 12.7% uses **Twitter**, 10.9% reads reviews from **blogs**, 9.1% uses Television, 3% uses **rotten tomatoes**. And more likely the YouTube movie reviewers may be the influencer or the decision maker for the viewers to decide on which movie must be watched.

FIGURE 3



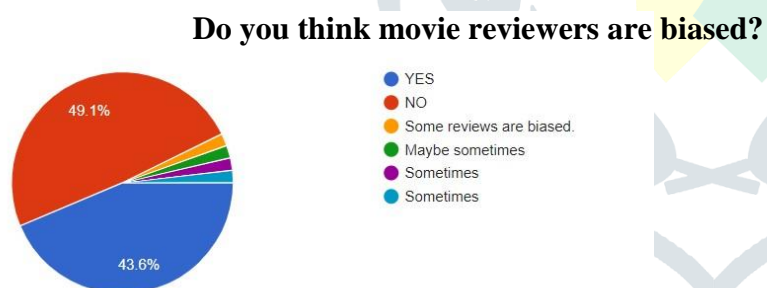
We could find that 61.6% will **watch movie if the review is negative**, 20% **will not watch movie if the review is negative**, 12.7% **maybe** watch movie if the review is negative and it also depends on the story, actor and director to decide watching the movie.

FIGURE 4



It is found that 58.2% have said **YES** they influence them for watching a film, 38.2% have **NO** they do not influence them for watching a film. The respondent have said that movie reviewer likely to be the influencer among the viewers rather than being the decision maker to decide watching a movie.

FIGURE 5



It is found that 43.6% said **YES** movie reviewers are biased, 49.1% said **NO** movie reviewers are not biased, and few have said **SOMETIMES** they are biased. This is found that movie reviewers give their own view point after watching a movie not being biased.

4. FINDINGS

Nearly 61.8% people watched movie review before watching a film which helps to know that movie is the mainstream platform which offers entertainment to us but not every film is taken on that basis so the audience tries to get more knowledge about the film. It helps to know the basic storyline or is it worth watching a film. Sometimes there are too many choices of film in this case movie reviews helps to decide a movie to watch.

The main target of this research is to find answer for this question which platform do you use to watch movie review? 65.5% responded YouTube is their first preference for watching movie review. This shows that YouTube have played an important role in providing movie review to the audience among other digital platform such as Twitter, Instagram, Facebook online aggregate websites like IMDB and Rotten Tomatoes. The extreme contrast which we can come across this research is that 21.8% prefer newspaper and magazine to know about movie review. In this digital era people still wait for movie reviews to get published in traditional media and then getting idea about the film.

The sample response on this in case of negative review by the reviewer will you watch movie? 61.8% have responded that they will watch the movie if the review is negative it brings a uncertainty that how audience intake this movie review. It clearly shows that audience sees movie review to know about the movie before watching and then they make their individual decision.

When the response from the sample on can movie reviewer decide the hit or flop of the movie? 23.6% have responded that they can decide the hit or flop of the movie but 70.6% have said no which helps to understand that movie reviewers individual opinion about the movie will not have any credit in deciding the movie's success.

When the response from the sample do you think movie reviewers influence the movie goes? 58.2% have said that yes they influence the movie goes this makes to know that more than suggesting about the movie in review they makes the audience to decide on the word-of-mouth of the reviewer.

5. CONCLUSION

The conclusion of this research paper states that movie reviewer are the choice of decision maker before watching a film for the audience because the samples have made clear that in case of negative review from the reviewer they will go and watch the film which draws a conclusion that they get to know about the movie and the decision is not based on the review. The YouTube movie reviewers plays an important role because the maximum number of audience consider YouTube movie reviewers than the other source. But the response from the samples which also gives an idea that in future these reviewers will have greater impact in the movie business especially in the box office success and the early prediction of "hit" and "flop" of the movie be decided by the reviewer in future if the growth of the YouTube review continuous.