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A.A. Tlepbergenova*, Zh.A. Yergaliyeva

Faculty of Journalism al-Farabi Kazakh National University,
Kazakhstan, Almaty
E-mail: tilepbergenova.aiman@kaznu.kz

Value orientations of young people: the quest of the hero in the art of cinema

The purpose of this study is to assess the views of Reading's students about cinematography. In order to obtain data for our research we designed a questionnaire. The questionnaire was delivered orally and responses were recorded. We had a verbal questioning at the place that has been organized for an oral interview. The research shows the percentage of preferred and non-preferred movies. In addition, information on how films influence an individual's life was collected, how they find out about the latest films and whether or not the role of favorite actors is important when an individual chooses a movie etc. A brief report in the form of diagrams and pie charts was prepared.

The results of the study show what kinds of films students prefer and which genre they choose not to watch. During the review, it was clear that students tend to watch movies that stimulate thought. This paper is an attempt of this kind of research; it is restricted to students at the University of Reading, about preferences of youth, towards films of various genres.

The result of this study are presented in this report with diagrams, where the first four figures show the percentage of each genre.

Key words: Value orientations, cinematography, genre, hero in the art of cinema.

А.А. Тлепбергенова, Ж.А. Ергалиева

Жастардың құндылық қызығушылықтары: кино өнерінен кейіпкерлерін іздеу

Зерттеудің мақсаты студенттердің қазіргі киноматография саласының дамуы туралы пікірін білу. Деректер жинау үшін арнайы сауалнама жүргізілді. Зерттеу барысында тартымды және тартымсыз кинолардың пайыздық ерекшелігі анықталды. Сонымен қатар, сауалнамада киноның жастардың күнделікті өміріне ықпал ету мәселелері де қарастырылды. Бұл мақала жастардың қазіргі кездегі фильмдердің әртүрлі жанрлары мен стильдеріне қызығушылықтарын зерттеуге арналған.

Түйін сөздер: құндылық қызығушылықтар, киноматография, жанр, кино өнеріндегі кейіпкер.

А.А. Тлепбергенова, Ж.А. Ергалиева

Ценностные ориентации молодежи: поиски героя в искусстве кино

Целью исследования является оценка мнений студентов о развитии современной кинематографии. Для получения данных была разработана анкета. Исследование показало процент привлекательных и отрицательных фильмов. Кроме этого, информация содержала ответы на вопросы, как фильмы влияют на повседневную жизнь молодежи, каковы источники получения информации о последних фильмах и действительно важно ли участие любимых актеров при выборе фильмов для просмотра. Эта статья является попыткой такого рода исследования, где анализируются предпочтения и вкусы молодежи, современные фильмы разных жанров и стилей.

Ключевые слова: ценностные ориентации, киноматография, жанр, герой в искусстве кино.

Introduction

Movies have become such an inseparable part of people's lives. It is tough to imagine a world without this form of entertainment. Movies have their own positive and negative points. The various methods in which movies impact on human lives are as follows: providing wholesome entertainment, relieving stress, educating, introducing to an audience the world's art and culture, increasing the incidence of violence, establishing false perceptions, wasting money and time or providing jobs for many people. Nevertheless, movies have a significant impact on society and have become an integral part of our existence. Recently, with new technology, the number of movies viewed by individuals, has increased sharply and continued to grow. The movie industry is booming and shows no signs of relenting. Today, the United States, Nigeria, Hong Kong and India are the leaders in filmmaking. In Europe, France and the United Kingdom are the countries that lead in movie production. India is the largest producer of films in the world.

The reason why movies are so popular is because they give a range of experiences for its viewers. For many young people, in particular for students, this type of entertainment is one of the most popular.

This survey was conducted to find out how movies affect students' lives. The research was done, by presenting students with a questionnaire on the campus and other locations. Fifteen students were questioned over the weekend of May 18th and 19th, with most respondents being male students.

Description of the Methodology

This study considers young people's attitudes to modern cinema. What are the preferences of young people in today's film industry?

The aim of this study is to consider the system of cultural values of ordinary people, based on their interests, values, motivations and attitudes. The individuals in the study represent the views of a population with certain aesthetic needs. The research question is «What are the preferences of young people in modern cinema?» And how are these preferences formed in terms of age and personal characteristics. Consideration was also given to the preparation of the most significant problems and aesthetic installation of modern youth, their needs and definitions.

The method of research: was formal and logic, in this case, the method of human activity, which

constitutes the basis of his intellectual and cultural needs. The survey was conducted on a university campus and on college campuses. The study was conducted by undertaking individual interviews employing the method of «question and answer»; a tape recorder was used to record answers. The age group investigated was young people between the ages of 19- and 30 who represented different national cultures and different ideological values.

Discussion

We started the survey with questions that allowed us to find out which type of films were the most attractive for students. Of the respondents 40% preferred adventure films and an equal amount of students preferred comedy films. The main reason to choose these kinds of films was that they really amusing and relaxing. Other students liked to watch action movies or detectives films.

The majority (80%) of the respondents did not like horror or Sci-fi films. The most common reasons were negative emotions (40%) and that they did not teach anything. Also interviewees avoided viewing movies, such as melodrama and thrillers. The main criteria to choosing films were the latest movies, interesting advertising and opinions of friends.

A further question examined which countries produced the movies that the students preferred. The range of countries was not too long, from UK to Italy, including France and Korea, but the most common popular movies were from the United States (86.7%) and England (53.3%). The movies produced by these countries feature a wide range of special effects and a dynamic plot.

The fifteen students were next asked about the impact of the films on their lives. A significant majority (66.7%) mentioned that there were no any effects at all. A proportion of students (13.3%) reported direct or indirect impact of the movies on their life, but many students (53.5%) said that their views not changed. Of the respondents 40% liked to watch films with their favorite actors such as Tom Cruise, Jean Claude Van Dumme, Angelina Jolie and Brad Pitt. Approximately 15 % of students, always or usually, preferred movies with the participation of their favorite actors.

Generally 40% of respondents had an ongoing interest in the cinema and followed the latest new movies, However, a bit more 46.7% of them saw both: new and old movies and only required that movies needed to be of a high quality. A minority of students (26.7%) explained that they did not like series because it takes too much time to view them.

Conclusion

It is clear that cinema and watching of movies is now one of the common aspects of student entertainment. Many students liked to watch films, which allow them to understand different aspects of world culture, or just enjoyed watching comedy films. Most students mentioned about the negative role of thrillers or horror films. It means that the

content of films affected students' lives, although significant number of them made the point that films did not influence their views. In common students liked movies, they can assess easily and those that had high quality special effects. However, they did not want to waste time on serials. Obviously, our survey was limited to a relatively small sample by time constraints, and a fuller research study may reinforce the findings.

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