

# Project Proposal

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For the project proposal, I would like to take a look at how successful and well-received Journey to the West movie and television media have been throughout the years. I think that covering how this timeless classic novel has been adapted to modern media is an important factor in considering future adaptations and seeing where to make improvements. Creating media for the modern market is no easy feat when it comes to timeless classics as there needs to be respect to the original source material but still have a sense of originality to draw viewers in. Hence, taking a record of their progress of past television and movie adaptations would better utilize how to create more successful and therefore profitable retellings of the story. There will be consideration of the budget, ratings, reviews, and outputs of each of the individual franchises, not to mention the cultural impact that each piece of media has created. So far, we have gone other than the R studio within the class and while I am still learning the mechanisms of the system I think that shall perform this study through that means.

There are at least 70 different television/movies adaptation of the Journey to the West material, each one having a detailed review of the cost of the production and the cost outcome of each one. I will use these online resources to consider the cost and benefit of how much each piece of media make their impact. I will have to trust secondary sources that are quantifiable and take the research from them on as the media studio releases this information to the public. In these cases, this would be mostly artifactual study in the media themselves and then secondary sources as the studios are mandatory to take stock of all their products and release that information to the public. I will have to shift through their production history to see how much of time, cost, and resources were used on these projects and even if they are to be considered Journey to the West media or inspired media.

Using these datasets that I am given, I am still going to have to find a way to show an appropriate measure of how much progress is being made. I want to see if these numbers are showing a progressive process if these pieces of media were well received or if they were financial flops. This will need to consider the productions studios are using and the directors they are hiring as well. Not to mention much of a percentage of their resources are being considered for the change. How well has modern media adopted a long classic novel of Journey to the West into film and television adaptation into something general audiences have accepted?

This is interesting topic but you can give more information on:

1. What you want to predict or identify? Do you have a dependent variable? What would you use to predict DV (i.e. independent variables)?
2. What would your dataset look like? Unit of analysis (on rows)?