

The Production and Consumption of Culture Industry During the Great Recession



Team Urutoraman

Dongping Zhang & Yiqing Zhu

DATA SNAPSHOT



PLOT SUMMARY:

The War of the Ring reaches its climax as the dark lord Sauron sets his sights on Minas Tirith, the capital of Gondor. The members of the fellowship in Rohan are warned of the impending attack when Pippin cannot resist looking into Saruman's palantír and is briefly contacted by the dark lord. King Théoden is too proud to send his men to help without being asked, so Gandalf and Pippin ride to Minas Tirith to see that this request is sent. They meet opposition there from Denethor, steward of the city and father of Faramir and the late Boromir.....

KEYWORD:

41st-century-b.c.,5th-millennium-b.c.,abyss,alliance,ancient-race,ancient-sword,animal-attack,animate-tree,anti-hero,archery,army-of-the-dead,arrow,attempted-murder,axe-fight,balladeer,based-on-novel,battering-ram,battle,battle-axe,battlefield.....

IS MOVIE INDUSTRY “RECESSION PROOF”?

Pre-Great-Recession Movie (2003-2007)

Total: 6477 movies

Gross Mean: \$ 26, 135, 060

Gross Median: \$ 3, 117, 985

Gross Max: \$ 436, 471, 000

Gross > \$ 100, 000, 000: 120 movies

Gross > \$ 200, 000, 000: 37 movies

Post-Great-Recession Movie (2009-2013)

Total: 14654 movies

Gross Mean: \$ 27, 584, 460

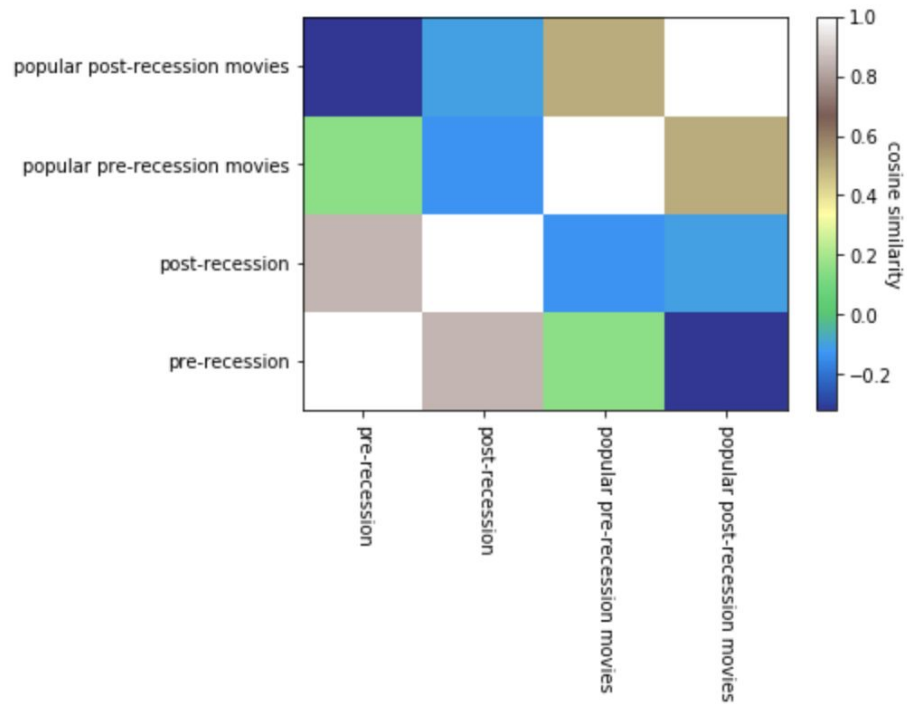
Gross Median: \$ 540, 461

Gross Max: \$ 760, 507, 600

Gross > \$ 100, 000, 000: 156 movies

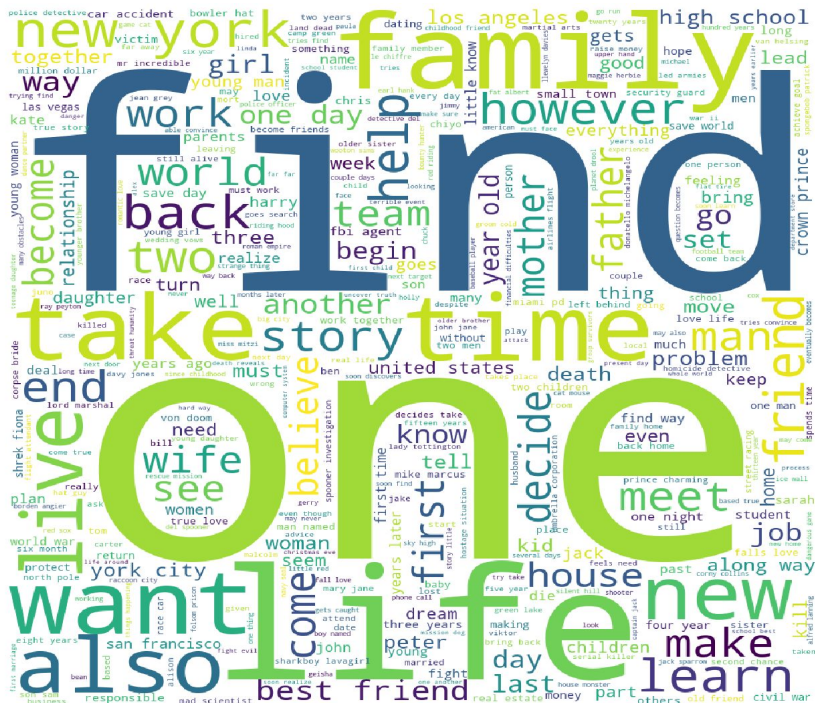
Gross > \$ 200, 000, 000: 51 movies

Semantics Similarity

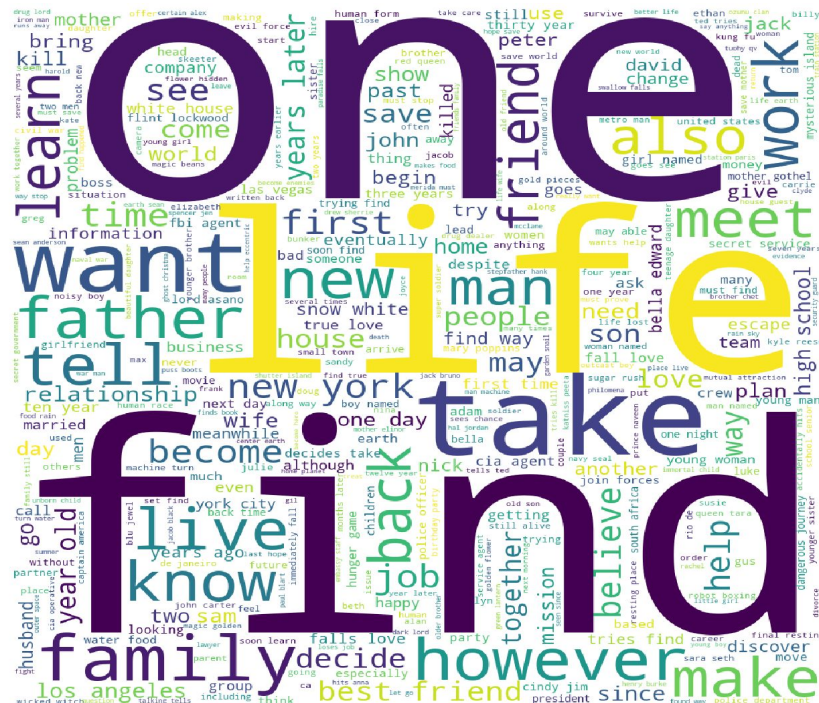


Word Cloud

Popular Pre-Great-Recession Movie Plot Summaries

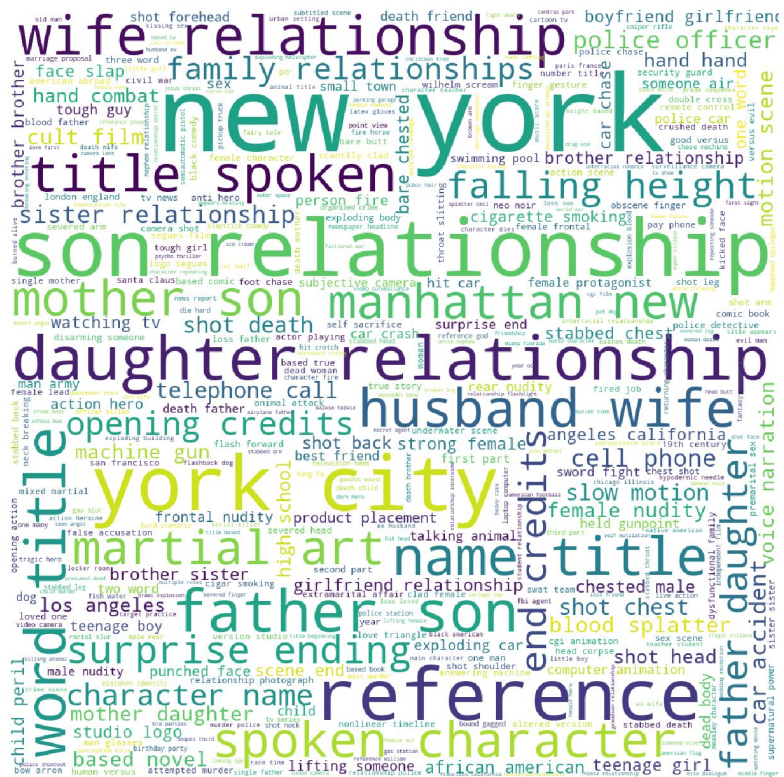


Popular Post-Great-Recession Movie Plot Summaries

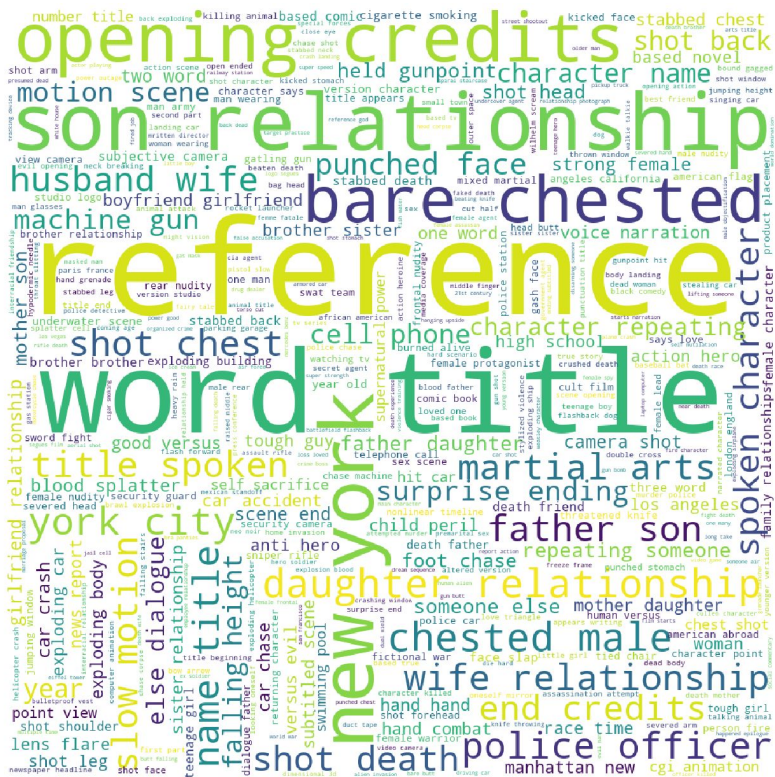


Word Cloud

Popular Pre-Great-Recession Movie Keywords

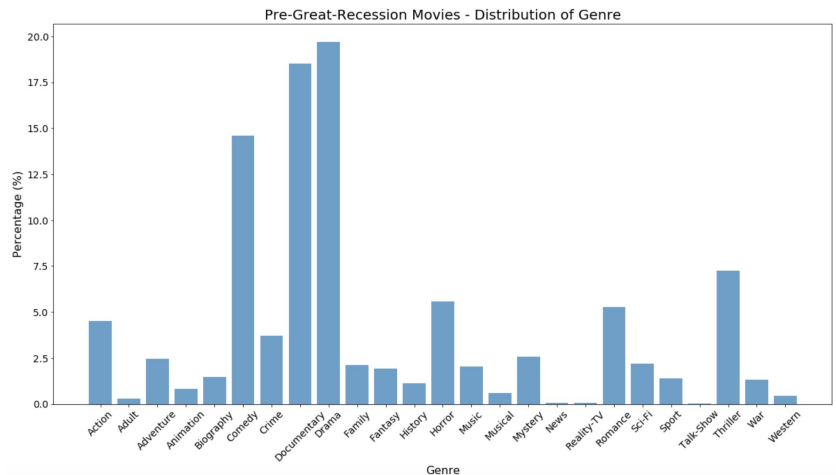


Popular Post-Great-Recession Movie Keywords

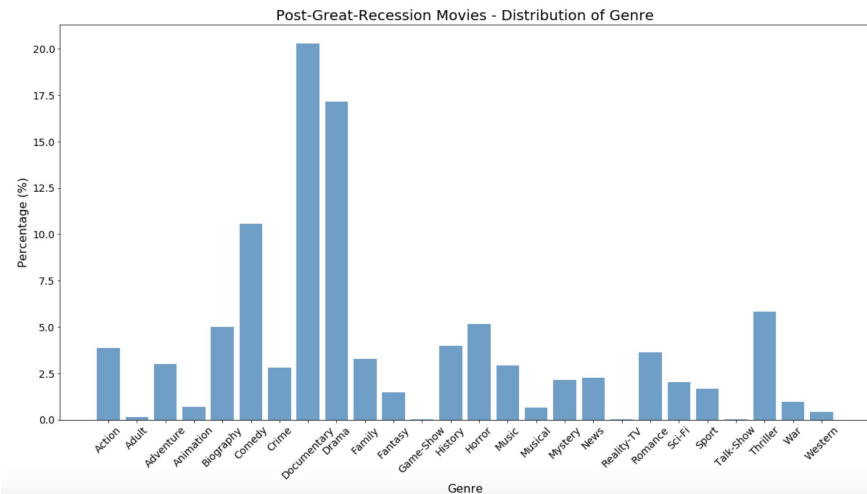


Genre Distribution

Pre-Great-Recession Movie



Post-Great-Recession Movie



More Biography, Documentary, Family, History, Music, News
Less Comedy, Crime, Drama, Fantasy, Horror, Romance, Thriller

Cluster & Topic Modeling

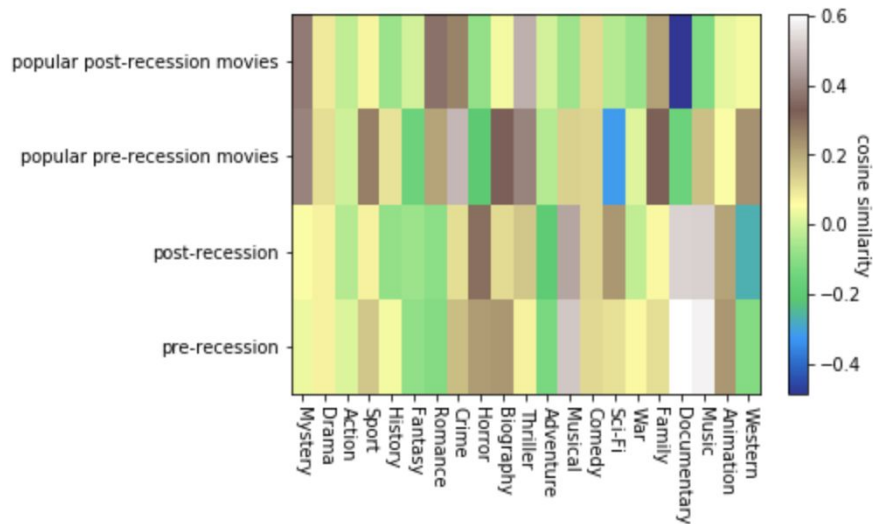
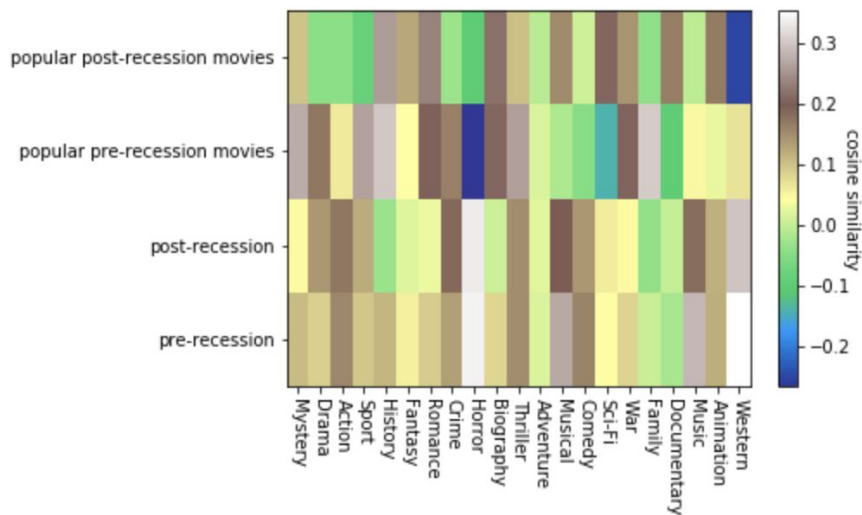
Pre-Great-Recession Movie (10 Clusters)

1. School
2. New York City
3. Love & Relationship
4. Family
5. Crime
6. War
7. Music
- 8. Sports**

Post-Great-Recession Movie (21 Clusters)

1. School
2. New York City
3. Love & Relationship
4. Family
5. Crime
6. War
7. Music

Semantics Similarity - Genre



Post-Great-Recession Movies Less similar to History and Biography

More similar to Sci-Fi

Popular Post-Great-Recession Movies Most similar to Mystery, Romance, Thriller

Sport no longer popular

Sci-fi are much more popular

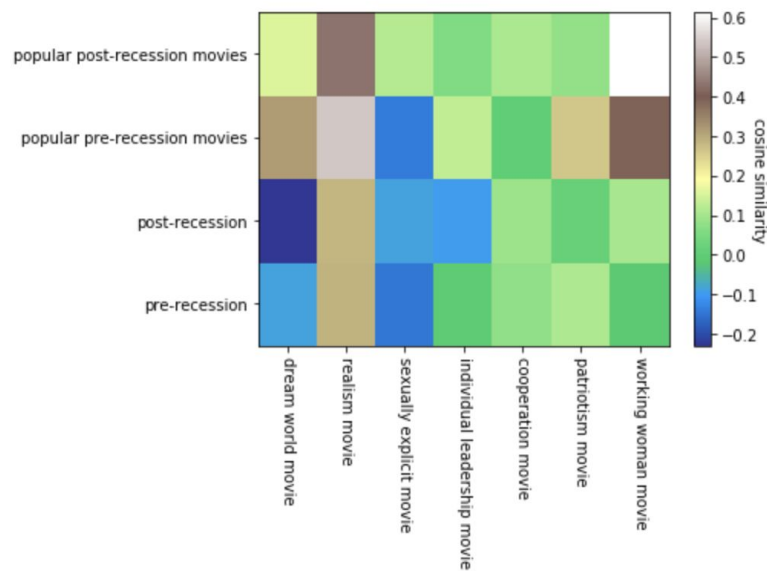
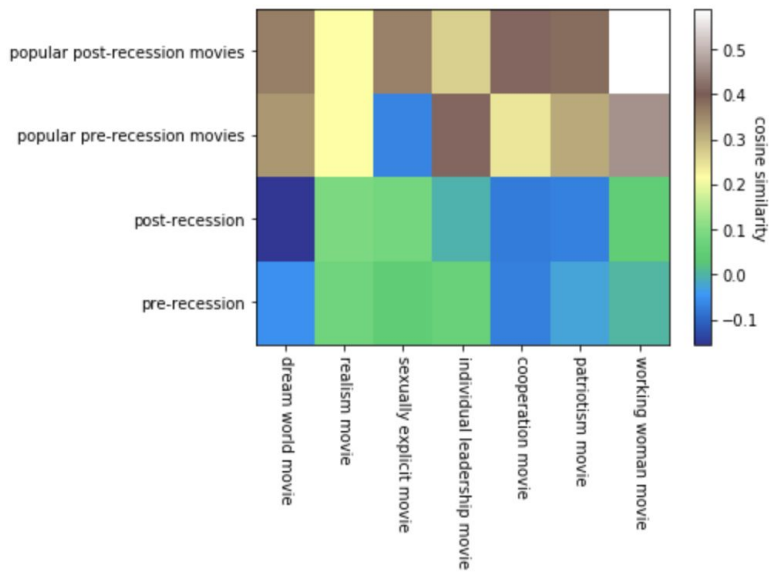
Dream World vs. Realism

Hypotheses:

One dominant model of movies during the Great Recession is dream world model featured escapism. Characters usually exist in upper-class environments far from any reference.

Culture industry also feature realism, stoicism and triumph over adversity.

Dream World vs. Realism



Post-Great-Recession movies are less about "dream world" than pre-Great-Recession movies. However, people really like the "dream world" movies.

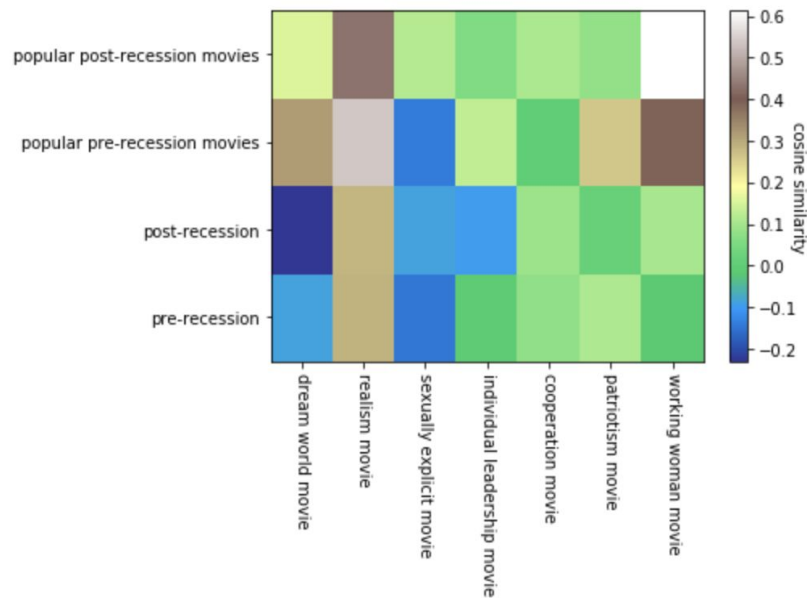
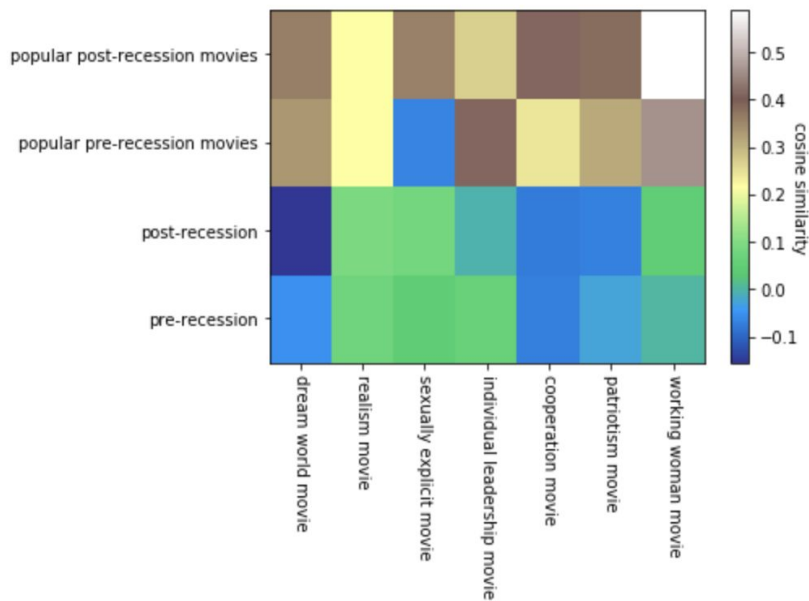
There are more realistic movies depicting economic crisis than "dream world" movies. However, these are the least popular movies.

Sexually Explicit Content

Hypotheses:

Stronger sexual impulse: Movies during recession periods use sexually explicit content to attract public attention.

Sexually Explicit Content



There are not much sexually explicit movies both during pre-Great-Recession period and post-Great-Recession period, but we can see that people extremely love them during the post-Great-Recession period.

Semantic Equation: Individual Leadership

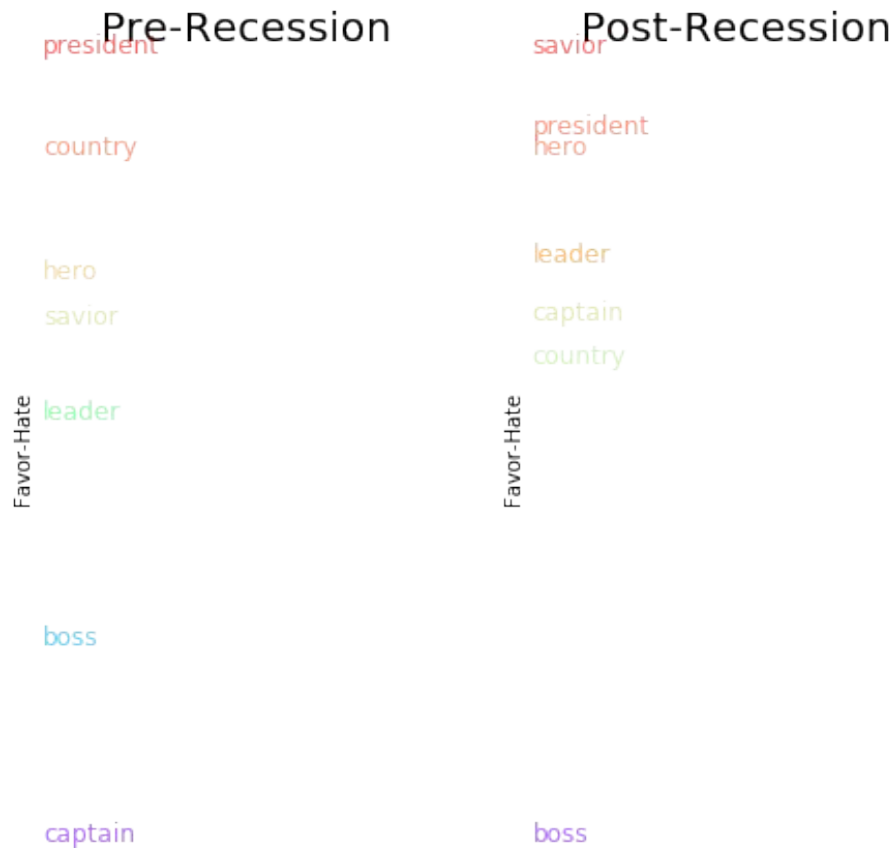
Hypothesis: Society is looking for individual leadership that would bring them out of the predicament and collective cooperation was devalued

Individual/Person + Leadership - Collective/Group = ?

Before: Conflict, Terrifying, Concerning

After: Ideologies, Misconception, Overcoming

Projection: Individual Leadership



POS-Tagging: Individual Leadership

Adjectives used to describe Government:

Before: Critical, Problematic

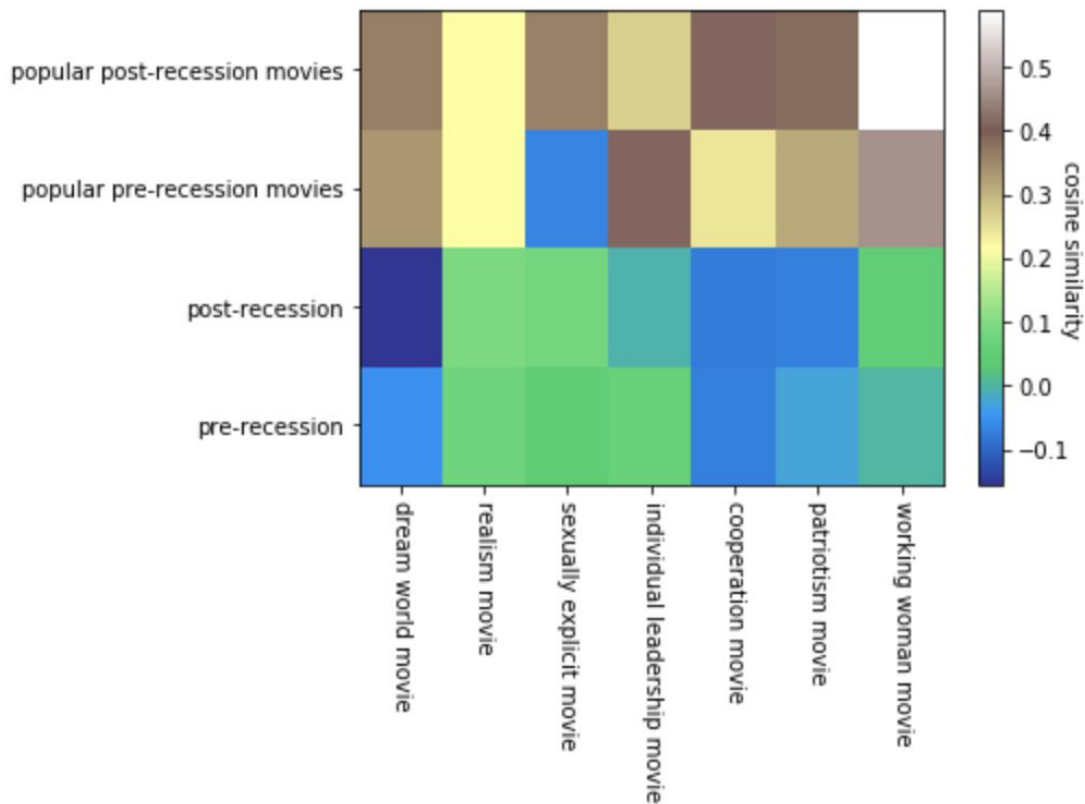
After: Secret, Covert

Adjectives used to describe individual leadership:

Before: Dictatorial, Ferocious, Evil

After: Fast-thinking, Stern, Tough

Semantic Similarities



Projection: Gender

Pre-Recession

interview

business

position

meeting

contract

Gender

office

independent
salary

job

working

Post-Recession

business

contract

salary

position
job interview

meeting
working

office

independent

Gender

Semantic Equation: Children

Hypothesis: Highly focused on the adult world, offered the ultimate reassurance that the nation's young were still capable of having fun as well, despite the 'spirit testing dilemmas and sacrifices' of the Depression decade

Children/Kid + Happy - Parents = ?

Before: dramatic, inspirational, amazing, extraordinary/ordinary, modern, exciting, exploring, urban, contemporary

After: different, fruition, changed, ordinary, collide, pitch, fortune, skater, misadventure, tough, bargain

Projection: Support

