

Close

Web of Science
Page 1 (Records 1 -- 1)

Print

◀ [1] ▶

Record 1 of 1**Title:** An Analysis of Youth Perception on Women in a Malay Romance Film**Author(s):** Jayasainan, SY (Jayasainan, Sheila Yvonne); Hassim, N (Hassim, Nurzihan); Khalid, NL (Khalid, Nur Leila)**Edited by:** Mustaffa CS; Mohamad B; Halim H**Source:** INTERNATIONAL CONFERENCE ON COMMUNICATION AND MEDIA 2014 (I-COME'14) - COMMUNICATION, EMPOWERMENT AND GOVERNANCE: THE 21ST CENTURY ENIGMA **Book Series:** Procedia Social and Behavioral Sciences **Volume:** 155 **Pages:** 422-427 **DOI:** 10.1016/j.sbspro.2014.10.316 **Published:** 2014**Times Cited in Web of Science Core Collection:** 0**Total Times Cited:** 0**Usage Count (Last 180 days):** 0**Usage Count (Since 2013):** 0**Cited Reference Count:** 18**Abstract:** The Malaysian film industry experienced trends driven by commercialization to cater to the growing Malay market. The need for audience pull for deteriorating Malay films created a shortage in plot diversity, resulting in stereotyped lead female roles to satisfy social expectations of a "traditional Malay woman". This exploratory analysis examined the perception of Malaysian youth on the lead female role represented in a Malay movie and its impact on the respondents' attitudes and beliefs. The researchers employed in-depth interviewing as well as focus group study with 33 individuals from rural and urban areas to capture their views. The findings indicated significant display of parasocial relationships that enhanced the engagement of audience members with fictional characters from the film. (C) 2014 The Authors. Published by Elsevier Ltd.**Accession Number:** WOS:000358674400070**Language:** English**Document Type:** Proceedings Paper**Conference Title:** 4th International Conference on Communication and Media (i-COME)**Conference Date:** OCT 18-20, 2014**Conference Location:** MALAYSIA**Conference Sponsors:** Univ Utara Malaysia, Sch Multimedia Technol & Commun, Commun Dept**Author Keywords:** Parasocial interactions; media audiences; Malay films; attachment**Addresses:** [Jayasainan, Sheila Yvonne; Hassim, Nurzihan; Khalid, Nur Leila] Taylors Univ, Subang Jaya 47500, Malaysia.**Reprint Address:** Jayasainan, SY (reprint author), Taylors Univ, 1 Jalan Taylors, Subang Jaya 47500, Malaysia.**E-mail Addresses:** sheilayvonne.jayasainan@taylors.edu.my**Publisher:** ELSEVIER SCIENCE BV**Publisher Address:** SARA BURGERHARTSTRAAT 25, PO BOX 211, 1000 AE AMSTERDAM, NETHERLANDS**Web of Science Categories:** Communication; Social Sciences, Interdisciplinary**Research Areas:** Communication; Social Sciences - Other Topics**IDS Number:** BD2DP**ISSN:** 1877-0428**29-char Source Abbrev.:** PROCD SOC BEHV**Source Item Page Count:** 6**Open Access:** gold**Output Date:** 2018-01-02

Close

Web of Science
Page 1 (Records 1 -- 1)

Print

◀ [1] ▶