



---

**ROLE OF FILM CRITIC IN FILM MAKING AND ITS IMPACT ON  
AUDIENCE DURING PANDEMIC: AN ANALYSIS**

---

*Shyam Kumar<sup>1</sup> Dr. Rahul Amin<sup>2</sup>*

<sup>1</sup>Assistant Professor (Department of Journalism and Mass Communication), ARKA Jain University,  
Jamshedpur,

<sup>2</sup>Assistant Professor (Department of Journalism and Mass Communication), ARKA Jain University  
Jamshedpur,

**Corresponding Author- Shyam Kumar**

Email- [shyam.k@arkajainuniversity.ac.in](mailto:shyam.k@arkajainuniversity.ac.in)

---

**Abstract:**

Covid-19 pandemic has led to the shutdown of cinema halls. But some of the states have also allowed theatres to reopen and have started relaxing restrictions due to dropping Covid-19 infection cases. In this situation there was a hope among the cinema owners that the business would resume. At the same time many film makers were also choosing OTT platforms to release their films. And many have been waiting for the reopening of the cinema halls. Under this condition where films were either not getting released in cinema halls, the audience were also opting for OTT platform content for entertainment purpose. Even the film critics were taking a back seat when the pandemic started, because choosing to watch a movie in a cinema hall was like a hazard in such risky condition and fear of Covid-19 infection. But afterwards with decrease in covid-19 infections cases the critics were again active in their task of film reviewing. This research paper aims to focus on the role of film critics in filmmaking and its impact on audience during Covid-19 pandemic lockdown. This paper also tries to explore the contributing of film critic in providing awareness about quality films to the audience during Covid-19 pandemic, whether film review helped film audience in choosing a film that they want to watch during Covid-19 lockdown situation, and whether film critic contributes in the production of quality films.

**Keywords:** Film critic, Film review, Covid-19 pandemic, Entertainment, OTT platform.

---

**Research Methodology**

The survey method was employed for this study. The study is based on both primary and secondary data. Sample survey was conducted in Jamshedpur city to collect primary data and a total number of hundred respondents were selected for this study. Convenient sampling method was employed for this study. A structured questionnaire was developed as a tool for data collection and circulated to respondents for primary data collection.

**Introduction:**

The film critics are experts in reviewing a film who access the overall quality of a film and they determine and think whether a film is worth watching or not. Since film is an art form, so there is a scope of analysing a film. The existence of the close relationship between literature and film is since the advent of cinema. The close relationship between literature and film is due to the strong visual characteristics of both media. There is no denying the fact that there is a remarkable relationship between literature and film in their mutual visual, dialogical and narrative aspects. Through the medium of cinema, it gives a chance to readers

to study literature. There is a strong interrelationship between film and literature. Literary analysis is a part of each film making writings, integrating the effects of various filmmaking techniques, and comparing each film to other literature whether it is other films, book, poem etc. As advocated by various criticisms from a scholarly point of view give film as an obvious place in the world of art.

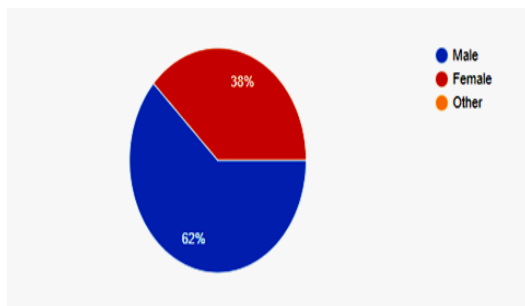
The film critics played a major role during Covid-19 pandemic lockdown. There was a shutdown of cinema halls due to Covid-19 pandemic. Film audiences and film critics both were stuck at home due to fear of Corona virus infection. The World Health Organization (WHO) on 30 January 2020 declared Novel corona virus (COVID-19) a Public Health Emergency of International Concern. On 11 March 2020 WHO declared the COVID-19 outbreak as a pandemic.

There is a change in the film watching pattern among film audience due to pandemic. Most of the film audience started opting for streaming media service platforms to watch films. These streaming media service platforms are the 'Over the Top' platforms in India. On a daily basis

OTT platforms have been increasingly attracting subscribers. Film audience can watch a film on OTT platform if they access to better networks, digital connectivity and electronic gadget like Smartphone. After realising the relevance of OTT platform major production houses are turning to OTT platforms to release their new films.

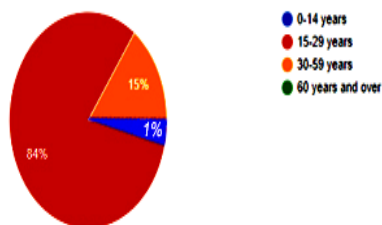
**Data Interpretation and Analysis:**

**Chart 1: Gender of film audience**



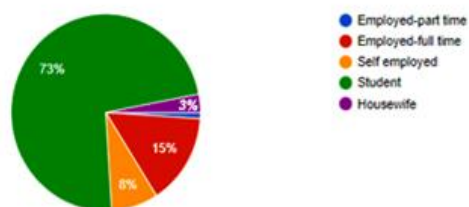
The above chart 1 reveals that among 100 respondents 62 percent film audience are male and 38 percent film audience are female.

**Chart 2: Age group of film audience**



The above chart 2 shows that among 100 respondents 84 percent audience fall under the age group of 15-29 years, 15 percent are in the age group 30-59 years and 1 percent is from the age group 0-14 years.

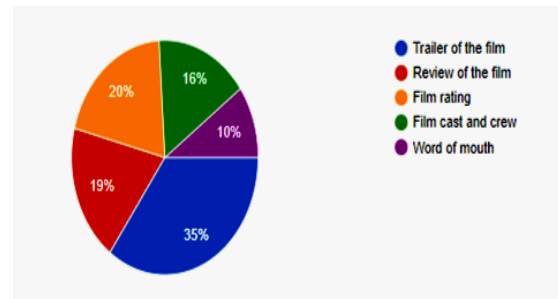
**Chart 3: Employment status of film audience**



The above chart 3 reveals that out of 100, majority of the respondents that is 73 percent are students who watch film, 15 percent are full time employed, 8 percent are self employed, 3 percent are housewives and 1 percent of the remaining respondent is part-time employed.

**Chart 4: Elements that motivated the audience to watch a film during Covid-19 pandemic lockdown.**

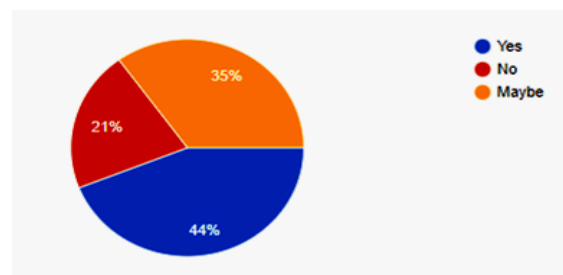
The above chart 4 explains that among 100 respondents the ‘Trailer of the film’ motivated 35 percent of the respondents to watch film during Covid-19 pandemic, ‘film rating’ motivated 20 percent of the respondents, ‘review of the film’ motivated 19 percent, ‘film cast and crew’ motivated 16 percent and only 10



percent of respondents got motivated to watch the film through ‘word of mouth’ during pandemic.

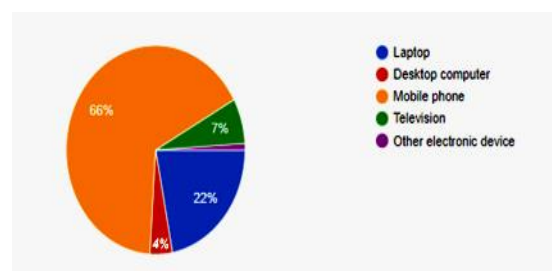
**Chart 5: Preference of a film review by the audience before they decide to watch a newly released film.**

The above chart 5 reveals that out of 100 respondents, majority of the respondents that is 44 percent respondents preferred to watch or read film review of a newly released film before



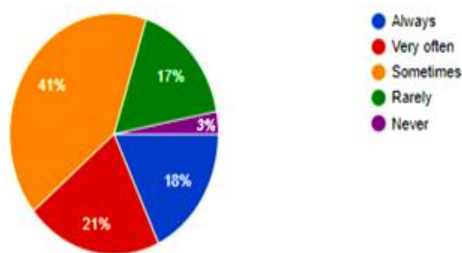
they decide to watch it. 35 percent responded were of the view ‘maybe’ and 21 percent respondents did not considered a film review of a newly released film.

**Chart 6: The most preferred electronic device to read or watch a film review during Covid-19 pandemic lockdown.**



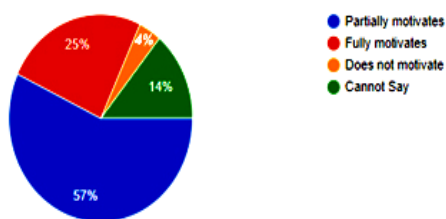
The above chart 6 reveals that during Covid-19 pandemic lockdown, majority of the respondents that is 66 percent preferred mobile phone the most to read or watch a film review during Covid-19 pandemic lockdown. Then 22 percent respondents prefer Laptop, 7 percent respondents prefer television, 4 percent prefer desktop computer and only 1 percent respondents prefer other electronic devices to read or watch a film review during Covid-19 pandemic.

**Chart 7: Preference given to a film review for watching a film during Covid-19 pandemic lockdown.**



The above chart 7 explains that majority of the respondents that is 41 percent respondents sometimes gave preference to film review for watching a film during Covid-19 pandemic lockdown, 21 percent respondents very often preferred film review, 18 percent respondents always preferred film review, 17 percent respondents rarely preferred film review and only 3 percent respondents never gave preference to film review for watching a film during Covid-19 pandemic.

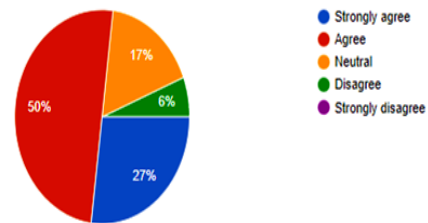
**Chart 8: Motivation by film review among the audience for watching a film.**



The above chart 8 reveals that among 100 respondents, film review motivated partially to most of the respondents that is to 57 percent respondents. Film review fully motivated to 25 percent of respondents for watching a film, 14 percent respondents are not sure or cannot say

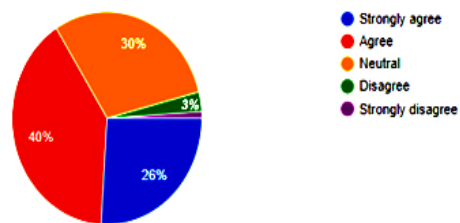
whether film review motivated them or not, and only to 4 percent respondents the film review does not motivate for watching a film.

**Chart 9: Audience opinion on film critic’s role in making audience aware about quality films.**



The above chart 9 explains that majority of the respondents that is 50 percent out of 100 respondents agree that film critic is playing an important role in making audience aware about quality films, 27 percent respondents strongly agreed to the same, 17 percent respondent were neutrally agreed to the statement, 6 percent were found in disagreement and there were none with strong disagreement.

**Chart 10: Audience opinion on film critic’s contribution in the production of quality films.**



The above chart 10 reveals that most of the respondents that are 40 percent agree, 26 percent respondents strongly agree that a film critic contributes in the production of quality films. 30 percent respondents were neutrally agreed to the statement, only 3 percent disagreed and 1 percent strongly disagreed that a film critic contributes in the production of quality films.

**Major Findings**

The data analysis reveals the following findings about the role of film critic in filmmaking and its impact on audience during pandemic:

- (i) Among 100 respondents selected for the study ‘Trailer of the film’ motivated to majority of the respondents (35 percent). Still ‘film rating’ also motivated the respondents (20 percent), and ‘review of the film’ motivated 19 percent.
- (ii) Majority of the respondents(44 percent) considered film review of a newly released film

before they decide to watch it. 35 percent responded were of the view 'maybe'.

(iii) Electronic devices that the respondents prefer the most to read film review or watch a film review during Covid-19 pandemic lockdown are mobile phone(66 percent), Laptop(22 percent), television(7 percent), desktop computer (4 percent), other electronic devices(1 percent).

(iv) Majority of the respondents (41 percent) sometimes gave preference to film review for watching a film during Covid-19 pandemic, Still there were respondents (21 percent) those who very often preferred film review, and there were also respondents (18 percent) those who always preferred film review, Out of the total respondents there were some respondents (17 percent) those who rarely or on rare occasions preferred film review for watching a film during Covid-19 pandemic.

(v) Film review fully motivates (25 percent) and partially motivates (57 percent) for watching a film.

(vi) Most of the respondents (50 percent) agree that film critic is playing an important role in making audience aware about quality films and there are also respondents (27 percent) those who strongly agreed to the same and some respondent(17 percent) were neutrally agreed to the statement.

(vii) Majority of the respondents (40 percent) agree, there are respondents(26 percent) strongly agree and there are respondents(30 percent) respondents were neutrally agreed to the statement that a film critic contributes in the production of quality films.

### Conclusion

On the basis of the 'analysis' and 'finding' it can be concluded that film critic plays an important role in filmmaking. On the basis of the responses by the film audience it can be said that film critic also contributes in the making of the quality film, as most of the respondents 'strongly agree', to the same. Not only in production of the film but the respondents also feel that film critic is also playing an important role in making audience aware about quality films. During the Covid-19 pandemic lockdown, film critics also played an important role in motivating film audience to watch a film through their 'film review' and 'film rating'. For reading film review or watching a film review during Covid-19 pandemic lockdown, the electronic devices that the respondent preferred the most were mobile phone (66 percent), Laptop (22 percent),

television (7 percent), desktop computer (4 percent) and other electronic devices (only 1 percent). Respondents gave preference to film review given by film critics for watching a film during Covid-19 pandemic lockdown. This shows that during pandemic there were respondents who had shown interest in reading film reviews and watching film reviews. It can be said that the film critic and the film review by them became one of the important part for the film audience in their decision making to watch a quality film during Covid-19 pandemic lockdown.

### Reference:

1. Tamil, selvi R, 2018, Impact of using film adaptations in the literature classroom in teaching fiction an analysis of charles dickens oliver twist and its film adaptation.
2. Mandavia, Nirav , 2020, Audience behavior towards bollywood movies
3. <http://shodhganga.inflibnet.ac.in:8080/jspui/handle/10603/311207>
4. [https://link.springer.com/chapter/10.1057%2F9781137439734\\_3](https://link.springer.com/chapter/10.1057%2F9781137439734_3)
5. <https://twp.duke.edu/sites/twp.duke.edu/files/file-attachments/film-review-1.original.pdf>
6. Internet Movie Database: [www.imdb.com](http://www.imdb.com)
7. Duke Writing Studio's "Visual Rhetoric/Visual Literary: Writing about Film": [http://twp.duke.edu/uploads/media\\_items/film.original.pdf](http://twp.duke.edu/uploads/media_items/film.original.pdf)
8. Dartmouth Writing Program Handout on Film: <http://www.dartmouth.edu/~writing/materials/student/humanities/film.shtml>
9. <https://www.revue-acme.com/the-importance-of-a-film-review/>
10. <https://www.dw.com/en/how-indias-covid-crisis-has-changed-bollywood/a-58291931>