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# I-RoLE 2023

INTERNATIONAL CONFERENCE OF  
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:  
EMANCIPATING THE LANDSCAPE  
OF RESEARCH IN LINGUISTIC,  
LANGUAGE AND LITERATURE**

**13 - 14 MARCH 2023**

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## MOVIE MOOO

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### ABSTRACT:

Movies are the best source of entertainment in today's lives. Numerous movie review websites just work to advertise the movie and aid viewers in choosing which movies to watch. There are not many websites that support the idea of learning English while advertising these movies. The purpose of this project is to spread enjoyment while picking up unfamiliar English words as well as promoting the movies with designed crochet bags that are themed with the movies reviewed. Using the questionnaire survey of 70 respondents aged 18 to 26 years old and above, it was found that 64.3% of the respondents could not understand English along with the example given. To help the audience to grasp the English language better, this Movie Moooo project uses Instagram, Canva and SCRL to publish short movie reviews with a passion for sharing quotes and uncommon English words. Further implications include the growth of other language components like speaking, writing, and listening.

**Keywords:** Movie, vocabulary, new media, designing, promoting.

### 1. INTRODUCTION

Movie Moooo or @movie.moooo is a content creation platform account based on Instagram that publishes short movie reviews. This account is unique in that it not only gives reviews but also some uncommon English phrases and quotes from the movie. Sharing movie reviews has become popular, and it has gotten much easier thanks to modern social media platforms such as Twitter, Instagram, and TikTok. Movies have become an important part of our society's consumption to unite the world (Kubrak, 2020) as seeing a movie together can inspire, bring closure, build understanding, and connect numerous topics that one may or may not have heard of or been aware of earlier.

The reason to share unfamiliar English words in Movie Moooo is that the author always watched movies just to enjoy them in their free time and never really delved into the plot, the characters or the uncommon English words. There are also not a lot of websites that share vocabulary because learning new words is largely a random process and it is not commonly discussed in grammatical contexts. So the intention in creating the account is to inspire readers to unwind by watching some movies and picking up some new words.

The first inspiration for starting Movie Moooo is the spark the author felt when doing the ELS231 Oral Commentary assessment where they had to present the plot in a movie. The author poured all of their energy and enthusiasm into the presentation and the slide led to achieving high marks and compliments from their lecturer, Miss Syairah. Not to mention, she even wanted to use the slides as an example for the upcoming semester. This boosted the author to carry on with the Movie Moooo project and get more involved by fusing two things the author enjoys: movies and editing.



### **1.1. Project Objective / Purpose**

Recognizing those with the same interest in reading movie reviews is the primary goal. People should read movie reviews to get a better understanding of the plot before watching the actual film. It is also a great way to promote the movie as movies with a mixed rating have a stronger positive spoiling effect rather than extremely high rating movies (Ryoo et al., 2021). So by providing short reviews to spoil the movie could get a glimpse of what the movie is about.

Additionally, it would be beneficial to those who genuinely desired to acquire or broaden their vocabulary of English terms. Vocabularies are not something people study in school; rather, they must arise spontaneously when they use the words in their daily interactions. Therefore, sharing English vocabulary from the account may be unique and something people look forward to.

Last but not least, Instagram postings should be approachable to the audience. The Movie Moo project is for the author to sharpen their skills and ideally, the public would also enjoy the finishing content created for the Instagram account.

### **1.2. Entrepreneurial Opportunities**

It is commonplace these days to find merchandise inspired by movies like keychains, Tumblr, and dolls. Movie Moo is a movie review account that also collaborates with a crochet service product called Fawara Crochet. This is a way to help a local small business and benefit the movie review account as the author is in charge of the design to promote the movies while Fawara Crochet fully conducts the crochet service. The simple design and the colour pattern follow the theme or the character in the movies that have been reviewed. The ordered bags are for now just a mere example to expand and sharpen the knowledge in designing and conducting a business.

## **2. METHODOLOGY**

### **2.1. Market survey**

The survey consisted of 6 multiple-choice questions and 2 checkbox questions that were collected through the Whatsapp and Instagram applications using a Google Form. The data collected are from 25 December 2022 until 5 January 2022 with the targeted respondents being people who watch movies every month. In the end, 70 respondents are mostly in the age between 18 years old and 26 years old and above. There are no representatives from 13 years old to 17 years old to take the survey which limits the analysis.

### **2.2. Movie Sites**

The movies reviewed in Movie Moo made use of legitimate streaming platforms like Netflix, Disney+ Hotstar, and HiTV. These applications are simple to manage as they will display recent, well-liked movies together with their subtitles. Illegal websites will solely profit from the sites of the makers, without supporting the labour-intensive process of movie creation which should be beneficial to the movie creators.





### 2.3. Publishing and Editing

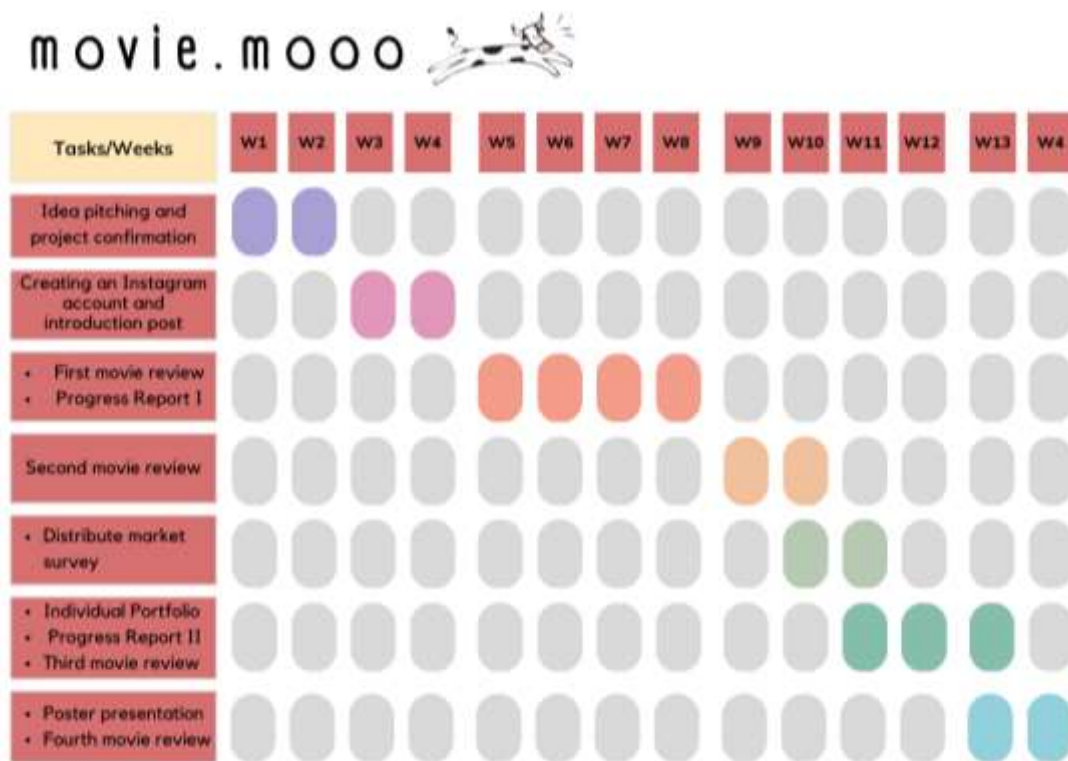
The platform that has been used to publish movie reviews is Instagram. Instagram is one of the best platforms to share pictures and illustrations while writing eye-catching captions. To make the account approachable to the audience, the main editing apps used are Canva and SCRL. Canva is used to design the ratings, new words and also the quotes with addition to pictures, background and elements which are appropriate for the movies. The colour of the background and overall elements will be matched with the theme of the movies using a 3240x1080px size canvas. The SCRL app is used mainly to ensure the finishing edits are smooth. It will automatically divide the edits into 4 different pictures, so when people swipe the Instagram picture to the left it will be as if the pictures are connected to the pictures before it.

### 2.4. Costing

The Movie Moo review account does not include any cost except for the collaborations with Fawara Crochet. Four crochet bags have been ordered for the four movies that have been reviewed. The cost of overall designs, colours and time-consuming service from the company for four of the bags is RM255.

### 2.5. Gantt chart

A Gantt chart was made to maintain the plan organised to ensure that the project's progress proceeds without any problems. The tasks every week are as below:



## 3. RESULTS AND DISCUSSION

The outcomes of the evaluation from the market survey have given my project a way to improve my target audience. From the 70 respondents of the market survey, monthly, there are at

least 48.6% of people watched movies 1-2 times, 25.7% of people 3-4 times, followed by 11.4% of people 5-6 times and 8.6% of people that watched movies more than 8 times and the remaining choose 7-8 times. This has shown that people do watch movies even just 1-2 times a month. The results and discussion will focus on results collected from the market survey and the interpretation of the results.

### 3.1. Movie Genre Picked By Target Audience

The audience was given checkbox questions to answer about their go-to genres when watching movies. The answers consist of nine genres including horror, thriller, crime, romance, comedy, fantasy, science fiction action and drama. The results as shown in Figure 1 below:

What is your go-to movie genre(s)? You may choose more than one answer.  
 70 responses

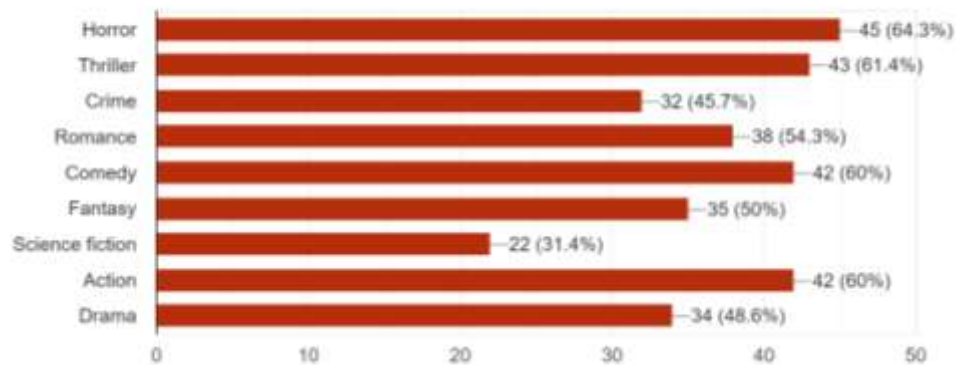


Figure 1. Go-To Movie Genres

In the movie business, genres are crucial since they draw in their target audience and encourage the creation of fresh movies. According to the aforementioned graph, the horror category had the highest score—64.3%—and was selected by 45 respondents. A thriller came in second with 61.4%, and comedy and action tied for third with a percentage of 60%. According to Martin (2019), the reasons why scary movies are entertaining include their sensationalism, verbal combat, and suspense. Movie Moo so far has dominated the themes of fantasy, romance, science fiction, mystery and horror.

### 3.2: Movie Streaming Services Used By The Target Audience

The checkbox questions consist of nine answers which are Netflix, Iflix, Viu, Apple TV, Disney+ Hotstar, HiTV, HBO Max, Hulu, and others. The audience could fill in the blank if they answered “others” which led to different answers including “illegal websites”. The results as shown in the table below:

What movie streaming services have you used? You may choose more than one answer.  
 70 responses

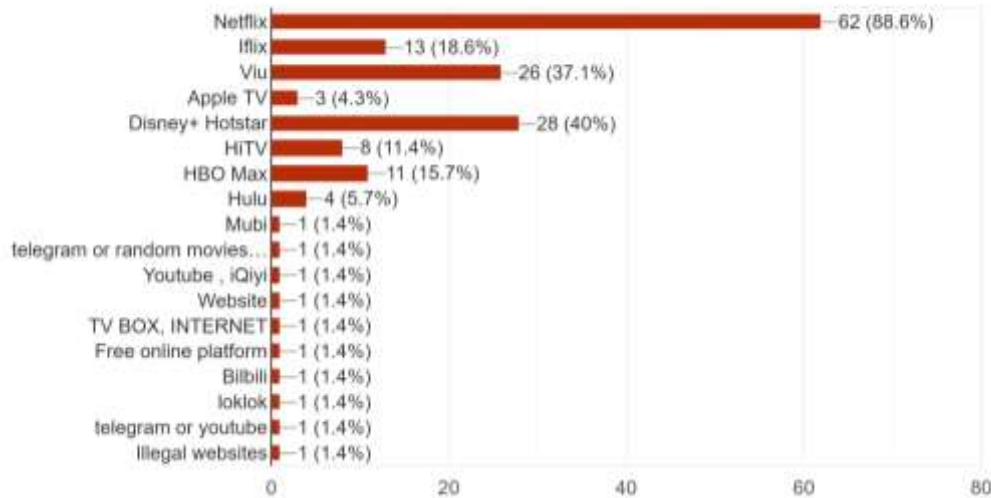


Figure 2. Movie Streaming Services

From the figure above, Netflix was chosen to be the most popular choice among 18 to 26 years old and above audiences to stream movies followed by Disney+ Hotstar as the second best-picked movie site streaming. Netflix served as Movie Moo's primary streaming platform as it is more convenient to find recent movies there. Utilizing legitimate websites can also assist the business in paying its employees legally. Other legal movie sites including Mubi, iQiyi, TV Box, Bilibili, and Loklok have been mentioned by those who selected "others" as their response. "Others" is also included with illegal watching sites like YouTube, Telegram and illegal websites. YouTube may or may not credit the proper director of the movie which shows no respect to the original creator. Although downloading movies on Telegram and other illicit websites is usually free, these users not only download digital content, but they also download malware, which is buried in the website's software and which they are unaware they have obtained. (Sutton, 2022).

### 3.3: Analysing Audience Understanding of Unfamiliar English Words

To continue with the Movie Moo project in accomplishing sharing new vocabulary through the movies that have been reviewed, the audience was asked either in spoken words or in the subtitle if they could understand uncommonly used English words. Below is the result of the "Yes" and "No" question:

Do you most likely understand unfamiliar English words (either they are verbally spoken or written in the subtitle) in the movie(s)? Example: Oscilla..., goon, ingenuity, repugnant, benign, pompous, etc.  
 70 responses

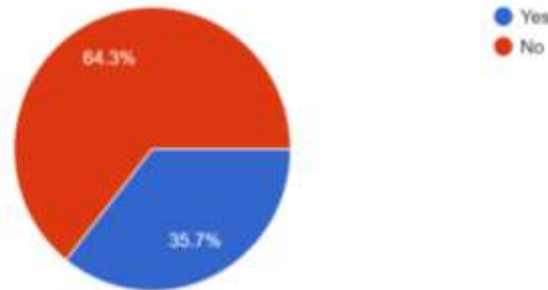


Figure 3. Percentage of People Understanding Unfamiliar English Words

The figures above showed that there are only 35.7% of people understood the words and 64.3% of people who were not. Indicated below is the continuation of the question if the respondent chose “No” as an answer:

If answer your is "No", does it bother you that, if you didn't look it up, you might not be able to understand the words?  
 53 responses

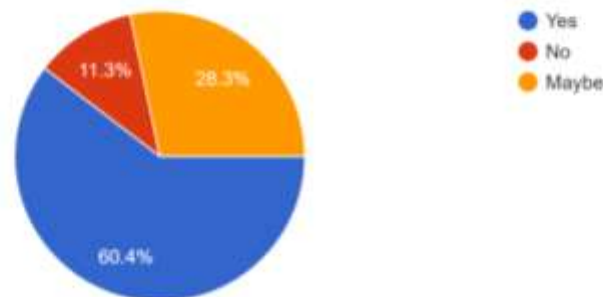


Figure 4. Percentage of Understanding The Unfamiliar Words if There is No Further Action Taken

The pie chart has highlighted that 60.4% of people might never understand the real meaning behind the words that they never discovered. The impact of general language ability on reading comprehension appears to have gotten very little research, in contrast to the widely recognised impact of specialised language skills, such as vocabulary and word decoding abilities (Brooks et al., 2021). So this has shown that making a movie review account while promoting to share of unfamiliar English words is necessary and something to look forward to being successful in the future.

#### 4. CONCLUSION

From this Movie Moo project, the author has gained new knowledge in editing, handling an account, writing movie reviews, expanding the work through merchandising, and understanding the target audience. The results from the discussion show that Movie Moo needs more reviews on horror, thriller, comedy and action movies to fit with the target market,

especially on Instagram. Movie Moo will continue using legal movie streaming sites like Netflix and Disney+ Hotstar and encourage people to not use illegal ones in the future. Sharing new vocabulary has a great intention in motivating people to learn English words so they can have a better understanding of the movie and the words themselves. Movie Moo will continue inspiring people even by just using a movie review account. The limitation of the survey answered has a small impact on the project in which they are no representatives from anyone aged 13-17 years old. The impacts on what genre and movie sites they are using might limit the effectiveness of running the Movie Moo account as it is based on the most picked genre by the audience. However, the data collected has also been a great discovery and they are more than enough for the author to continue this project. In conclusion, making a project based on a personal hobby has been a great experience and hopefully, it can turn out to be a real professional in the future in addition to widening English content like speaking, listening and writing.

## ACKNOWLEDGEMENT

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