



拉曼大學

THE RESEARCH TO THE GLOBAL CLIMATE CHANGE RISK PERCEPTION
BETWEEN RURAL AND URBAN AUDIENCES REGARDING TO THE MOVIE "2012"

LEONG SOO SEANG

A RESEARCH PROJECT

SUBMITTED IN

PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONS) JOURNALISM

FACULTY OF ARTS AND SOCIAL SCIENCE

UNIVERSITI TUNKU ABDUL RAHMAN

MAY. 2011

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LEONG SOO SEANG

Faculty of Art and Social Science

Research Project Evaluation Form

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Approval Form

This research paper attached hereto, entitled “ The research to the global climate change risk perception between rural and urban audiences regarding to the movie *2012* ” prepared and submitted by” Leong Soo Seang” in partial fulfillment of the requirements for the Bachelor of Arts and Social Science (Hons) Journalism is hereby accepted.

Supervisor

Supervisor's name

Date: _____

ABSTRACT

"2012" is a science fiction disaster film, which was directed by Roland Emmerich in 2009. When the movie was being produced, the issues of doomsday in 2012 was become a hot topic in the online discussion forum. Meanwhile, the topic has arise the concerned of some professionals, such as archeology and eschatological. Consequently, the excessive discourses among the public have leaded the National Aeronautics and Space Administration (NASA) to comfort the public. Normally, the peoples will interpret the media content differently despite they access the same channel or content. The objectives of the research study was tend to found that whether *2012* has helps to arouse the consciousness about the global climate change between rural and urban audiences or how these audiences interpret the destruction scenes in the movie. Indeed, the study can helps to figure out the awareness toward the global climate change issue among these two groups of audiences. In this research study, the researcher will conduct the interview with the urban and rural audiences. Ideally, there will total of four interviewees will be select based on judgemental sampling. The researcher will select two audiences with different education background from each place and has been watched the movie before. The result was shown that the urban interviewees having more knowledge toward the global climate change than rural interviewees, and their perception toward the *2012* were individually different.

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

Name : LEONG SOO SEANG

Student ID: 08AJB06766

Signed : _____

Date : 25 May 2011

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CHAPTER I

The research problem of this research study was focused on will the *2012* have helped to arouse the awareness of global climate change risk perception among the audiences? How they perceived to the doomsday prediction that has been arisen through this movie among the audiences when they were living under different context?

Nowadays, the environmental issues have become the international concerns. The peoples were recognized the power of media and always educated the audiences about the term of global climate change issues through newspapers, TV programs, radio broadcast, as well as the movie. Recent years, the frequently happen of unpredictable natural disasters and weather also has reminded the peoples about the unhealthy environment. Naturally, it has strengthened the people's belief to the prediction of doomsday.

As it is known, disaster movie always spent high cost in the production. The most differentiate things of disaster movie with others type of movie was required the application of high technology devices and system to enhanced the realities of movie. It was tend to lead the audiences into the disaster scene and experienced the real feelings as they in such context. Indeed, the disaster movie has created the record of high in view rating and thus caused the discussion among the public.

Despite the disaster movie always successfully achieved the high ranking of box office, however, this kind of movie always blamed by some peoples that it doesn't make senses, but only used the destruction scenes to attract the audiences. In this research study, the researcher tends to choose the disaster movie *2012* as the background research. In the valuable way, the research will study the movie from the aspect of whether *2012* has helps to arouse the consciousness about the global climate change risk perception among the

audiences, and would the consciousness that the audiences formed will be achieved at the same level.

In the past, there also have several famous of disaster movie has caused the discussion of public, such as *Titanic*, *Independence Day*, *The Day After Tomorrow* etc. The reasons that the researcher used the 2012 as the case study because compared with the previous disaster movie, most of the disaster scene was limited for certain geographical areas or referring to certain group of peoples only. For example, the tragedy of *The Day After Tomorrow* was about the catastrophic effects of global warming that usher in a new ice age, but the story was referring to the United States and its citizens only. As a result, it has make *The Day After Tomorrow* has gained the huge amount of total domestic gross than 2012.

In the other side, the 2012 was taking the whole world citizens as the victims of natural disaster, nobody can escape from that. The target victims within the movie have helped to develop the high level of total worldwide gross. For the total worldwide gross result that has showed in the box office, the total worldwide gross of 2012 was \$769,679,473 and much higher than *The Day After Tomorrow* which were only \$544,272,402 (“*Disaster Attack*”, n.d.). It was indicated that the 2012 has received the worldwide concerns since its foreign gross has hold the total of 78.4%, which was \$603,567,306, while the domestic level only gained \$166,112,167 (Ibid). Within the foreign gross of 2012, Malaysia has contributed around \$7,511,269 and was ranked within the top-three of box office movie in Malaysia on 2009 (“*Malaysia Yearly Box Office*”, n.d.). It was assumed that the more increasing number of the total gross, the more increasing number of its audiences and view rating. By referring to the data, the 2012 was seemed as more powerful than the others when the researcher tends to conducted the research at the outside of United States.

Why this research important for Malaysians? As that has been mentioned before, the *2012* has successfully achieved the high ranking of total foreign gross. It also indicated that the movie has gained the large number of audiences in Malaysia. The reason that the researcher tends to study from the aspect of environment was want to figure out whether the environment destruction within the movie has helps to arouse the consciousness of the audiences to the global climate change issue. Since Malaysia has a lot of rural areas, it was essential for the researcher to figure out their awareness level about the global social and environment issues. At the same time, it also can know that whether the city life has educated the peoples as well. The peoples that are living in the city mostly have more opportunities to expose with different medium besides the mainstream media. It has leaded them able to obtain rich information, as well as gain different perspectives of news reporting on certain issue.

Despite the *2012* didn't mentioned about the global climate change issues, however it was believed that the movie can become an alert for the peoples if they perceive the movie beyond as entertainment. Sometimes, the peoples were more on "seeing is believing". Through a series of disaster effects within the movie, it will easily to give the impression for the audiences and help to imagine the worst condition that might face by the humans if the environment problems continually being ignored.

After the movie being produced, the issues of doomsday on *2012* was become a hot topic in the online discussion forum after the movie being produced. Moreover, the discussion topic also has risen the concerned of some professionals, such as archeology and eschatological to voice out their opinions on the media. There have hundreds and thousands of the websites were established to discuss the doomsday prediction on *2012*, as well as

analysis the content within Mayan calendar. Consequently, the excessive discourses have leaded the National Aeronautics and Space Administration (NASA) to comfort the public that *2012* was just the movie and there will nothing happen for the upcoming year of 2012 (National Aeronautics and Space Administration, 2009).

In the media study, it was believed that the peoples normally will have the different perceptions to the content of media. Although they were received the same content and channel, but the meanings that they interpreted might be different. This is because it was assumed that the peoples that are living in different environment will practice different cultural and have different opportunity to access the media. Thus it might lead their perceived level to the movie content will be different with each others as well. In short, the researcher will tend to figure out whether *2012* has helps to arouse the consciousness about the global climate change risk perception between rural and urban audiences or how these audiences interpret the destruction scenes in the movie. Indeed, the study can helps to figure out the awareness toward the global climate change issue and their perception toward the doomsday prediction among these two groups of audiences.

CHAPTER II

Synopsis of "2012"

2012 is a science fiction disaster film, which was directed by Roland Emmerich in 2009. The film exploits the idea of a global doomsday event coinciding with the end of the Mayan Long Count Calendar's current cycle on or around December 21, 2012 (the northern hemisphere's winter solstice).

Jackson Curtis is a divorced father who occasionally works as a limousine driver and a writer, while his ex-wife Kate Curtis and children live together with her new boyfriend. In Guatemala reports start coming in of mass suicides in the Mayan jungles of people attempting to avoid the impending apocalypse.

The Institute for Human Continuity, a secret organization, has realized the situation and begins constructing vast arks beneath the Himalayan mountains designed to withstand most natural disasters in order to save both humanity, significant species, and the greatest treasures of mankind for when doomsday finally happens. There are arguments however about how and when the governments of the world will alert their fellow citizens and even discussions about how the remaining survivors will be selected to survive Armageddon. When they discover that the global cataclysm is happening much faster than expected, they must race to these ships to save the human race before all is lost.

A group of survivors, including Jackson Curtis and his family must fight their way to China before they can board the great arks and save themselves from the gigantic tidal waves flooding the Earth. In the end, Washington, D.C. is flooded by an enormous tsunami which crushes the White House, and The Vatican in Rome crumbles into oblivion, destroying thousand-year old Catholic architecture and killing thousands of worshipers within seconds.

As massive tidal waves began to sweep across the Earth (even at one point beginning to climb over the Himalayas), the U.S. government declares the end of the world. The movie ends with a view of the Earth revealing all continents have merged, and are in the shape of the African continent.

Movie Reviews

The story of *2012* has starting with the doomsday prophesies, including a myth about the end of days derived from a reading of the Mayan calendar and compounds with the pseudo-science about the solar-earth attacks. It has lead to a series of natural disaster and most of the landscapes were collapsed and threaten the life of zillion peoples. The box office result that was achieved by the *2012* has showed that it has broken the record of the previous disaster movie and able to obtain the high profit. Furthermore, it has aroused the public discourse about the movie.

The film has received the concerned from the public, astronomer and media. Some of the peoples were highly appraised to the movie. Dan Kois (2009, Nov 13), the staff writer of Washington Post, a foreign online news website, has posted his/her comment that was highly praised to the movie with stated that,

“2012 is, pardon the expression, a revelation. It gets everything right. The actors are right... The storytelling is right: You will never be bored, for there will always be questions to answer.”

The disaster movie always can expertly create the sensation that the other medium cannot achieve. It was believed that the movie will become valuable and astonishing when it has fulfill the expectations of the audiences (Ibid). For example, the movie has consists the plot of a father conduct a heart-to-heart with his son shortly before the tsunami has attacked

them and preys on an audience's willingness to cheer for heroes when they have save the life of other peoples. In addition, the movie recognizes the desired of peoples to change the current unhealthy phenomena (such as capitalism-society, political corruption, religious bias etc) and attached with the clean state for re-construct in the end.

Somewhere the movie has included different cultural context also become another attraction for the audiences. In the *2012*, a young Tibetan monk ponders the mysteries of life as his brother heads off on a secret mission in Himalayas. Furthermore, it was found that they were spoke the Tibetan language in the movie where some audiences waits onscreen and maybe the scene has make that country have contributed to the global box-office (Dargis, 2009, Nov 13).

In contrast, the *2012* has been criticized by a lot of peoples. Some peoples criticized that the director has exhausted the ideas of destruction and the application of a lot of visual effects which tend to helps it more believable (Miller, 2009, Nov 22). Consequently, the over-relying on the visual effects has make some people claimed that the movie was exaggerated and unrealistic. In the movie, Cusack's Jackson Curtis and his family can drove the helicopter to flee and evade disaster at every interval (Ibid). It was seemed as impossible that will happen in the real life. Therefore, some peoples commented that the visual effects of swirling dust and flying debris were seemed as served for the commercial purpose.

In addition, some of them even claimed that there was didn't have any valuable content in the movie and 158-minute runtime of movie is only causing as much destruction as possible on a worldwide scale (Ibid).

Popularized of “destruction” in Movie

Nowadays, most of the apocalyptic films are fanned by so-called “secular” discourses. Tristan Sturm (2010) has stated that Rachel Carson has normalized the representation of environmental degradation in apocalyptic term like “destruction” and “war on nature” in the *Silent Spring* (1962). The popular culture were exaggerates all of this apocalypticism or environmental risks (Leiserowitz, 2004, p.34). Such statement can be evident in the *2012* that has achieved the high box office in which supported by the Mayan prophecy of the end of the world predicted to take place in 2012.

There have some fatalistic audiences of *2012* were voices surrounding *2012* and other ordering principles concerning environmental and geopolitical predictions. Moreover, some of the audiences were voices that such dire prediction as an unveiled redemptive realization of a call to action and a time for positive and progressive change (Sturm, 2010).

Representation behind the Destruction

In the *2012*, he has used a lot of destruction technique to get the audiences along with the story. Despite some of the audiences were claimed that the *2012* was just talking about the destruction process to the end of the world, however, from the perspective of human values, the destruction within the movie has its representation that tends to bring the certain message to the audiences.

Likewise, the form of representation of the destruction has provided a means for thinking about human identity, society and values: the potential for and limitations of human capabilities for manipulating nature (Taylor, 2006, p. 603). Sometimes, we must understanding that this kind of rhetorical mode will allowed us for seeing the didactic aspect of the disaster films, which might function as social commentary (eg. social inequality when

select the survivor group), warning about global warming, educated about globalization (eg. Third World living conditions are affecting the First World), and warnings about the racial conflict (eg. successful survivor teams “manage” their differences) (Kakoudaki, 2002, p. 136).

In the movie, when the Jackson Curtis and his family tried to escape from the disaster, they were flee across the states, and as well as the country. This has make the audiences can experience the destruction process of these several main cities, such as California, Las Vegas, Washington etc. Generally, the architectural icons of the city can helps to charged with emotional and cultural imagery of the audiences, due to their own intrinsic understanding about the history and cultural of the city.

More specifically, the film has framing the destruction of certain landmark to raised the emotion of audiences, such as Yellowstone National Park, Washington Monument, the Cristo Redentor statue in Rio de Janeiro, as well as the Eiffel Tower in Las Vegas. Undeniable, it can astonish the audiences when they saw that those of the memorable buildings have been collapsed and became the debris. At the same time, this also indicated that the history of the city has been vanished. Indirectly, these kinds of scenes were make some American audiences recalled to the 911 incident.

When the Mr. President in the movie said, “I’m the last president of United States America...” and the White House being crushed by an aircraft carrier, it has brought the message to audiences that there was the end of the political and dominance world. In addition, the destruction of the world larger church, St. Peter's Basilica in Rome has means that there was an end of the religions practice.

Maybe, the most visible virtue that the audiences can get from the disaster movie is most of them will involve the racial encounter and melodramatic resolution (Kakoudaki,

2002, p.140). For example, the audiences can see a divorced couple getting back together, black/Jewish understanding, black man/white man understanding, handshake, or look of communication in the Independence Day (Ibid). While in 2012, the Tibetans, TanZin and Nima have met with the Jackson's family and they were successfully taken the arks in the end without purchased the seat. The divorce couples, Jackson and Kate were back together and reformed their family after they undergoes a series of disaster.

Besides that, 2012 also has reminded the audiences about the term of globalization. The movie has clearly showed that the pictures of global politics, communication and technology that has been occurred currently. In general, prophesy about the end of the world was discovered by an Indian astronomer, technology of United States and Russia being mentioned, and stressed about the labors and land that China having when constructed the arks. Moreover, the United States has asked the financial support from an Arabian and the other supporters around the world.

When Tony taken the boat on somewhere around the Pacific Ocean, he was called to his sons and the telephone line was suddenly lost its connection before the tsunami attacked. In the other side, when the Tibetan, TanZin called to his grandmother, his grandmother even can't heard what he has said and tried to search for the better connection with moved several steps. All of these scenes has told the audiences that the global communication has been affected and disconnection for the communication devices was served as an sign to informed that the disasters was forthcoming.

Global Climate Change

Based on our knowledge, global warming and climate change was the terms are usually meant to describe the increasingly negative impact human activity has on our planet's

atmosphere and environment. However, there still have little differences between two of them. Climate change encompasses the full range of changes in the climate, in addition to rising temperature. While global warming refers to an increase in the average temperature at the surface of the earth, or the lower part of the atmosphere (Department of Climate Change, 2008).

Most climatologists consider that the global warming that we are now experiencing is mainly the result of human actions that affecting the composition of the atmosphere. Despite the global warming has been occurred since several decades, however, it was showed that the temperature has been dramatically increasing within these few years. If it become continues, it might affect to the environment, economic and urban structures upon which human society depends. Whilst natural also become one of a factor that caused to the global warming, there is an obviously evidence was showed that human activity need to bear for the major responsible to the temperature increasing (Department of Climate Change, 2008).

But the NASA was stated that temperature changing itself isn't the most severe effects that caused to climate change. The changes to precipitation patterns and sea level are likely to have much greater human impact than the increasing of temperatures (Conway, 2008, May 12). By holding this reason, scientific research on climate change encompasses far more than surface temperature change. Therefore, they were more preferred to called "global climate change" and it was the most accurate term (Ibid).

Reception Theory and Cultural Studies

Reception study was focused on the interpretative relation between audience and medium (Livingstone, 2008). It is an audiences-centered theory that focused on various types of audiences members makes sense of specific forms of content (Baran & Davis, 2009, p.243).

In the reception studies, the audiences are seen as active role and able to interpret the text themselves. Nowadays, the media cannot expected that all audiences were still passively accepted the message of media. Because the developing of nation and the citizens become more educated, most of the audiences have shifted their role from passive to active role. Consequently, it has produced the different perception among the public to the content of media.

In general, the reception theory was respect for the intellectual and the ability of media consumers (Baran & Davis, 2009, p. 244). It was seeks an in-depth understanding of how peoples interpret the media content. The reception theory was an audience-centered theory, thus it was usually based on the subjective interpretation of audience reports. However, this theory does not provide the causal explanation about the interpretation of the audiences (Ibid).

In another side, the cultural studies become another sources that was affected the interpretation of audiences to the text because the peoples was living in the different context and practice different cultural during daily life. Culture was represents certain meanings and values of a society. The values and beliefs that they have been inserted through practiced consistently in daily life will affected the text-interpretation process of audiences as well. The cultural studies were the way to make understanding about the values or beliefs that the group holds. According to Stuart Hall (1997), the media was played an essential role in our daily life and it will affect the construction values and images of a society. Especially the development of new media has given the opportunities for the peoples exposed to others cultures, values, knowledge and ideas.

Briefly, cultural studies are focused on how individuals and groups consume popular culture content (Baran & Davis, 2009, p. 206). The researcher was found that some of the peoples will interpreting the media content in their own way rather than followed the ideas of elites. Hall was hold that the elites can control what the ideas that tend to spread to peoples. However, the heavy effort of the elites to promote their ideology might fail and the alternative perspective that they offered can succeed even sometimes it was contradiction (Ibid).

The British cultural studies have produced variety of research on popular media content and how the specific groups make of it. The obviously strength of the cultural studies was asserted the value of popular cultural and stressed about the cultural pluralism. Moreover, cultural studies even empower the minorities and stressed their values as well. However, some researchers were claimed that it was lack of scientifically verification and only depends on the subjective observation (Baran & Davis, 2009, p. 206).

Knowledge Gap

In this research study, the knowledge gap might was one of the theory that helps to explain the different level perception between the urban and rural audiences. This theory was focused on the role play by new media in cities and regional areas. Usually the peoples living in the city were easily access to the internet and it has become an effective channel for them to collect the updated information and knowledge. Thus, it has formed the differences in knowledge between better-informed and less-informed segments of a population (Baran & Davis, 2009, p. 276).

The researcher found evidence that within the large social system, the smaller rural communities were dominated by large urban centers (Ibid). Within the cities, the media has

effectively played its role and the peoples within the cities can gained the knowledge from various media. The peoples that were living within the city can enjoy more freedom to choose the channel and medium that they want to get the information. Except from the mainstream media, the peoples can access the information through independence publication or newspaper, as well as internet. It has benefited the peoples and enables them to collect different perspectives for certain conflict issues. As time passed, it will influence the peoples become more informed and able to interpret the media content and formed their own opinions by combining the different perspective from others and integrated with their belonging senses. In the result, it will help the well-informed peoples to develop the strong consciousness to the media content or the environment.

In Malaysia, most of the media organizations were located their office centre within the cities and headquarter responsible to disseminate some national information to other regional branches. The flow of information for rural communities were being control and they only able to received the dominant ideas regarding certain issue. It has caused the knowledge of rural communities was seemed as limited and non-parallel with the urban communities. However, the existing of new media can be the solution to narrow down these gaps.

The new media, internet, always is an effective channel for the peoples to convey or receive the message. Compare with the other medium, the internet was seemed as enjoy the advantage of free of the control by government. Indeed, the internet was without the limitation of geographical boundaries and flood of the information. If the rural communities can actively access to the internet, they were probably become more educated and helps to enhance their knowledge as well.

CHAPTER III

As that has stated by Sturm (2010), the researcher would tried to follow his point of view in this research study. The researcher will tend to link the relationship between the different cultural practices of the audiences and the environment to an appreciation way in which media distribution have enabled the competing understandings of the social environment and global climate change.

Since the researcher was expected that the audiences that were practiced different lifestyle were having different perceived level to the movie content, thus the researcher will conduct the intensive interview with the urban and rural audiences. In this research study, the researcher will selected two audiences that were living in the urban places and another two audiences from the rural places. The reason that the researcher selected two interviewees from each places was the researcher tend to obtain the opinions from the audiences with different level of education background. By holding this point of views, the researcher will conduct the intensive interview with a low-educated audience and a high-educated audience from each place.

When conducting the research, the researcher will select the interviewees based on the judgemental sampling. The judgemental smapling also called as purposive sampling, which means getting the samples based on required characteristics. This kind of sampling was usually used in the advertising, for example selected the peoples based on a particular product or brand they used. In this research study, the researcher will basically select the samples for those have watched the movie before. It will make the researcher easier to structure the questions and hold the interview. Ideally, the age of the interviewees were still remained within the range from 20 - 40 years old, included both male and female. This is because it

was assumed that the peoples within this aging range were considered as an adult and they have ability to develop their own thinking.

When conducted the research method of intensive interviews, the interviewees were encouraged to sharing their opinion about the movie regarding the question asked by the researcher. It was enabling the researcher to obtain more detailed information from the subjects since this kind of interview usually need to spent long time. Basically, the researcher will listed out some questions before the interview, however, the researcher may form the follow up questions based on each answer that need to get more in-depth.

Different with the other research method, intensive interview can helps to provide the background information of the subjects. It was believe that the background information can helps the researcher make the analysis in the later stage. Because the researcher have to make closer relations with the interviewees, thus it was useful for the researcher to revealing their beliefs, knowledge, opinions, attitudes and feelings. Furthermore, the researcher can get the more accurate responses from the interviewees on certain sensitive issues.

From the reverse perspective, the intensive interview has its own limitations. Sometimes, it was difficult for the researcher to categorize the data since wealth of information that has been collected. In addition, the interviewees also will give the un-relevant information and will take longer time that has estimated.

The Research Framework

Before started the research method, the researcher will wrote and structured the questions that need to ask during the intensive interview. It will helps the researcher more clearly about what should asked during the interview and the progress of interview will become more smoothly. In the other hand, it was essential for the researcher to note down

everything during the whole process of the research method. This is because there will be wealth of the information that has been provided through the intensive interview.

In the research study, the researcher assumed that the rural audiences which was living in the places that was commonly lack of public transports to access, small range of population, without entertainment places (eg. shopping mall and cinema), lack of developed and frequently connected with each others in their community.

In fact, the researcher has taken the district of Simpang Pertang at Jelebu, Negeri Sembilan as the rural areas, which a places that was always given the imagination for peoples that was mostly the *kampong* areas. Generally, they were not familiar with the life of city and not too much exposed to others kind of culture. They maybe didn't know well about the modern transport like the LRT or monorail, the nightlife of lounge bar or pub, the entertainment place like Kbox or Red Box Karaoke. Thus the researcher will select two audiences that were living in the Simpang Pertang with different education background to make the interview.

In the contrast way, Kuala Lumpur is the location that represented the urban place. The reason that the researcher selects the interviewees that are living within the Kuala Lumpur is clearly identified. Kuala Lumpur is the capital state of Malaysia, which was highly developed in the technology, education and the environment. As the same with the previous stage, the researcher will get two audiences with different education level to make the interview as well.

After gathered the opinions from the urban and rural audiences, the researcher will organized the information. Then, the researcher will analysis the information and tries to make the comparison or similarity for the comments that has been provided from these two

groups. During the analysis data process, the researcher will look for the external factors, such as their education background that has been provided by the interviewees.

CHAPTER IV

As that has been mentioned earlier, the researcher was tend to obtained the opinions and comments from four audiences, which were two audiences from rural area and another two audiences from urban area. However, the two audiences from urban/rural areas will be selected based on educated background; a high educated and a low educated audiences from each place.

Chan Yen San, 23 years old, who was just graduated from the UPM and living in the Kuala Lumpur commented that the *2012* was just the disaster movie. In the movie, there have a series of destruction scenes that always give the impression among the audiences. She was said that the visual effect of the *2012* was excellent and the emotion of audiences might follow with the flow of the story.

Chan was added that, “Apart from the visual effect that can satisfied the desires of audiences that were preferred the disaster movie. Moreover, I also think that the storyline of the movie will touch the heart of audiences as well.”

Chan was expressed her high awareness to the global climate change issue. When asked to defined her understanding about the global climate change, she was perceived that the global climate change as the global temperature being affected due to the greenhouse effect, which was mainly caused by the excessiveness of carbon dioxide. Then, it was lead to the unstable weathers around the world, such as the extension of winter season in some countries or the increasing of temperature for the tropical countries.

Despite Chan has showed her high awareness to the global climate change, however, she was said that the movie didn’t have spread the message of global climate change. She said that she was just simply enjoyed watching the disaster effects within the movie, such as

the scenes of how the buildings were collapsed or the way of the tsunami attacked the continent.

Different with Chan, Kek Soon Fatt, 29 years old, which was studying until secondary school and working as the businessman in the Kuala Lumpur, was frequently gone to the cinema. He explained that he was enjoyed the atmosphere of cinema and always gone to the cinema together with his families and friends.

For the 2012, Kek has been watched around three times and said that, “The movie has successfully reflected the views and acts of humans towards the doomsday. The visual effects of the movie were making it look like real. The movie has a well-knit plot. It has effectively portrayed the weakness of human and the capitalist society as well. In another side, it also included some touching scenes, such as the caring between the friends or the loving of parents towards the kids.”

Despite he was low educated, however, he understood the term of global climate change through the discussion with friends and internet. He was viewed that the global climate change was the term that indicated to the natural ecosystem will be affected when the global temperatures are constantly increasing.

Based on his opinion, he was pointed out that there have the different perceptions to the movie between active audiences and passive audiences. For the active audiences, they were aware to the impacts of the global climate change and began taking action to preserve the environment. In contrast, the passive audiences were perceived that the movie was only described the way of the human tried to escaped from the disaster and the way that the human will acted when they facing the death.

In the other hand, the rural audience, Wong Chien Ni, who was graduated from the Sunway University College and staying in the Simpang Pertang, as well as seeking for the employment currently, said that she always discussed the *2012* with her friends. Within the discussion, they mostly were discussed about the flow of the story within the movie, as well as sharing their opinions about the doomsday prediction on 2012. Wong was said that, “I don’t believe that there will be the end of the world. However, I believe that there will some natural disaster might happen, but not the end of the world.”

She seen like still felt confused to the term of global climate change when being asked. Based on her understanding, she just briefly knew that the global climate change will influence the global weather and doesn’t know the further impacts. Moreover, she added that she never actively search the further information of global climate change to increase her understanding.

Nevertheless, she thinks that the *2012* has reminded the audiences about global climate change in some certain level. Although she holds that the movie has included hidden agenda of remind the environment issues, but she mentioned that not everyone was having the ability to relate the issue with the movie.

Wong Jarh Wai, another audience that was living in the Jelebu, Negeri Sembilan, was rarely gone to the cinema. He was finished his studied until secondary level and working as a businessman currently. He commented that he was felt fear when watching the movie. Wong added that he was felt badly when he saw the buildings and whole continents was collapsed.

He said that, “The destruction scenes within the movie were looked like real. It was so scary for me. ” Undeniable, he admitted that the movie has strengthen his believe to the

prediction of doomsday. He was believed that there will be a series of natural disaster attacked the human and lead to the end of the world.

Different with the other interviewees, his knowledge in the aspect of global climate change was seemed as limited. Wong was claimed that he has heard the term before, however, he doesn't know well about the issue. Therefore, the researcher realized that there was impossible for him to relate the issue into the movie.

For better understanding toward the background of interviewees and their perceptions, the researcher has categorized the data into the table below.

Table 1: Interviewees Background and Their Perception

	Living Area		Education		Awareness of Global Climate Change		2012 helps to remind Global Climate Change	
	Urban	Rural	High	Low	High	Low	Yes	No
Chan Yen San	X		X		X			X
Kek Soon Fatt	X			X	X		X	
Wong Chien Ni		X	X			X	X	
Wong Jarh Wai		X		X		X		X

Through the finding that has been found, it was obviously showed that there have different perceptions between the audiences that were living within the urban and rural areas. At the same time, the finding was figured out that the different education background of a person will influence the awareness and understanding toward certain issues.

Based on the opinions that has been collected from the interviewees, it was showed that the evaluation toward the 2012 still considered as remarkable or satisfaction. Whether for

the interviewees that were living in the urban or rural places, both of them were appraised for the storyline of the movie, as well as the disaster effects that has been inserted into the movie. Somewhere, it also has found that there have some impacts brought for the audiences after they watched the movie.

Feedback after the Movie

Despite the movie effects has received the appraised from the audiences, however, the researcher found that the feelings of audiences toward the movie was showed differently. In general, the interviewees, Chan and Kek that were living within the urban places have appraised to the movie effects. They were enjoyed for the destructions and felt excited for it. While in the opposition, two of the interviewees that were living in the rural place were having some negative side of feelings, such as worry or fear. They perceived that the effects were more on scary rather than excited for them. Indirectly, the negative feelings has affected them to believe that there will be a series of disasters will attack human on 2012 or even lead to the end of the world.

Awareness of Global Climate Change

It has found that the large scale of knowledge in the aspect of global climate change issue between these two areas of interviewees. Generally, the understanding of the interviewees that were living in the urban place was greater than the interviewees that were living in the rural. Whether for the high educated or low educated interviewees from the urban place, they were having the basic understanding or high awareness toward the term of global climate change. They were aware of the issue and the environment risk that we have met currently. At the same time, they also categorized as rational and able to analyze the

movie content by themselves. They know how to differentiate between the movie effects and reality rather than worried about the prediction of the end of the world coming.

While in opposition, two of the interviewees that were living in the rural place were doesn't know well about the global climate change. The low educated audience, Wong Jarh Wai was didn't have the knowledge about the issue. Even though for the high educated interviewee, Wong Chien Ni, was still confused to the term and just know it has affected the global temperature only. Compared with the urban interviewees, the knowledge of rural interviewees on the environment issue was seen as limited. They didn't know much about what is the global climate change, what are the factors has caused the global climate change and what are the impacts will bring to the earth and human.

Furthermore, the researcher also figured out that there still has some distinction of knowledge between the high educated and low educated interviewees. Within the four interviewees that has been selected, the high educated interviewee that were living in the urban place, Chan was achieved the high awareness of the global climate change when compared with the Kek, who was much low educated but living within the same areas. In the other side, the high educated interviewee living in the rural place, Wong Chien Ni has slightly understand to the global climate change than the another low educated interviewee that never aware about the issue.

"2012" as environmental risks alarmism

Likewise, the findings showed that not all audiences were responded in the same way after the movie and most of them did not transform the movie into global climate change alarmists. Most of the audiences were perceived the movie as single by viewed it as an entertainment rather than environment risks alarmism. In this study, there were only two

interviewees within the total of four were expressed in the same way as the movie have consisted the environmental risks agenda.

The high educated of urban audience, Chan was commented that the *2012* doesn't remind her about the issue of global climate change despite she has the high awareness toward the issue. While Kek that living in the same area but low educated, was said that the movie has helps to remind the current environment issue, as well as the global climate change. He added that normally the active audiences were have the ability to interpret the movie with relate it to global climate change. Surprisingly, the opinions from Kek was seem as similar with the opinion of Wong, which was from the rural place with high educated. Despite Wong did not have the depth understanding on the global climate change issue, however, she was perceived that the term was referred to the environment problems that facing currently.

Regarding to the same interpretation of Kek and Wong that were from different background, the researcher was tried to look for the possibility or reason that can helps to give the explanation. It was shown that the willingness to discuss to family and friends about the movie or global warming can effectively to reflect the positive interpretation of the movie. With support to this statement, it can be understood as the more peoples were talks about it, which will leads to the increase number of audiences in perceived the movie as global climate change alerts.

Wong said that she mostly discussed the movie content of the *2012*, and the Mayan's prediction toward the doomsday on 2012 with her friend. Nevertheless, it must ensured the discussion have to go further and should not only focus on the destruction within the movie. She holds that the people only can perceived as environmental risks when they have an in-depth discussion on the environmental destruction scenes within the movie. While Kek

expressed that he increases his understanding on the environment issues through the discussion with his friends. Indeed, the researcher found out that he has watched *The Day After Tomorrow* in which has mentioned the impact of global warming. Indirectly, he would recall back to the environment issue that has been mentioned in the previous movie by the same director.

The social group, such as friends and family were the groups of peoples that we need to dealing every day. There was no one human can living alone without the existing of colleagues, friends, family, religious or interests group. Through the everyday life that we practice, included went to school study or working in a company, the peoples need to communicate with their colleagues, teachers, as well as the employer. Within the communication, they might sharing, informing, discussing and educating each others regarding certain issues. Over the times, the peoples were being influenced by their social group unintentionally.

Roles of the New Media

Based on the information that has been collected, it can found that interviewees that were living under different circumstances having different level to the connection of new media (internet). For the urban interviewee, Kek was effectively used the internet to search for the environment issues, as well as the global climate change. He said that there was a lot of information on the internet and it was easier for the peoples to collect the information through searching engines, such as Google and Yahoo. He added that there was impossible for someone unable understand on a topic through the internet if he/she desired to know. In addition, he said that the cyber café can found everywhere within the Kuala Lumpur or they

can access the internet within the internet coverage areas as long as they want with free of charge.

The actively of Kek used the internet to increase his knowledge was shown that the effectiveness of internet. Despite he was low educated, but he was aware that he can gain the knowledge through the internet. Meanwhile, Chan and Wong, both of them that were high educated also admitted that the internet was an effective channel to access the information. However, because of the busy for works and job seeking, two of them were said that became less to access the internet by compare with the university life before.

On contrast, the rural interviewee that was low educated, Wong Jarh Wai said that he was lack of opportunity to watch the television because of working during his daily time. It was impossible for him to sit on time in front of the television to watch the broadcast programmes. Although he has applied for the broadband service, but the connection line was weak in the rural place. Moreover, there was lack of the cyber café in his living area as well. All of these factors were caused him seldom accessed to the internet. Consequently, the reason of low educated and difficulty to access the internet has leded him never aware to the environment issues that were surrounding us.

Indirectly, this has showed the urban peoples have more opportunities to connect with the media. The role of the media was seen as important because they can get the information from the media and thus it will educate them. Nowadays, the new generation was most preferred to use the new media (internet) rather than printed or broadcast media. This might because the new media was more accessible and portable. They can used their personal computer, cell phone or heading to the cyber café that was nearby. The most important is they

can actively search the information that they need rather than received the information from the traditional media.

CHAPTER V

As the conclusion, the research was found that there was different perception and opinions for the audiences toward the 2012 between the urban audiences and rural audiences. The living circumstances were practiced different life style and thus inserted different values and believe along their own groups. Consequently, this will influence the way of the peoples to interpret the movie content. Overall, the urban audiences were seemed as more rational when watching the movie and able to interpret the movie in their own way rather than passively follows the movie content. In contrast, the rural audiences might more believe along to the movie content, believed that there will some natural disaster might attacks the humans in our reality life, as much as will lead to the end of the world.

Generally, the education was effectively affected the knowledge of the peoples. However, the finding indicated that the factor of education background was seemed as play a minor roles in affecting the interviewees understanding toward the environment issues. Moreover, it shown that the development of internet was becomes an effective channel for the peoples to access the information and gain their knowledge. With holding this aims, the facilities of the internet service was still need the improvement in the rural place and thus helps to minimize the distinction of knowledge between rural and urban peoples. Meanwhile, it also found that the interaction with social group, such as friends and family during our daily time will affect our personal views and interpretation toward the media content unconsciously.

Limitation and Suggestion

In this research study, there has some limitation faced by the researcher during the process of the research. The limitation of time and cost was the factor that has affected the researcher to looked more in-depth information about the research topic. This is because the researcher stills a student and it was impossible for the researcher to conduct a standardized of research. Therefore, the researcher was only can conducted this study based on convenience and ability.

The language might be one of the challenges that has faced by the researcher. The researcher need to translated the information of interviewees into English since the intensive interview were conducted through Mandarin. Sometimes, it was difficult for the researcher to translate into English in which that has brought the same meaning by the interviewees. In addition, it must understand that the information that was provided by the interviewees that has been selected does not generate to its whole population, but just for the used to complete this research study.

To produce with the better quality of work, actually, the researcher should prepare and conduct the research much earlier than the given timeline. Thus the researcher will have more enough time to look for more possible information and more clearly about the direction or objective of the research. The researcher should draft a timetable and carefully planning for each stage. The effective planning will helps the research become more systematic. It was important for the researcher to recognize the possible challenges or outcomes that might be faced during the progress. Undeniable, the researcher has failed to considered the problems might be occurred during the research and this has caused the progress has been delayed. Indeed, the researcher also can increase the number of interviewees to enhance the quality

and credibility of this research study. It was believed that the result of the study would be more accurate and credibility if the researcher able to collect the opinions from more audiences.

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APPENDIX A

Interview Question

1. Personal information (name, age, education level)
2. How long you went to the cinema?
3. What factor has attracted you went the cinema or why you rarely went to the cinema?
4. Did you watch the 2012 before? How many times you watched it?
5. What is your opinion toward the movie?
6. What is your feeling while you watching the movie?
7. Did you believe the doomsday prediction on 2012 that was aroused by this movie?
8. The movie described the end of the world was another beginning, what is your opinion toward this statement?
9. Do you aware about global climate change?
10. Can you give me your explanation about the understanding that you have toward the global climate change?
11. Do you think that movie has related to the global climate change and thus remind the audiences about the environment issue?