Online Table 8.5. Relationships between Popularity of Film and TV Genres and the three Roles—Audience processor, Sender/Creator and Consumer Roles (2021 Users Survey)

| Musicals (.34***) Westerns (.24***) Horror films (.38***) Detective films (30***) Comedy films (.35***) Documentary films (.22**) Action films (.33***) Animated films (.21**) Dark comedy (.22**) Dark comedy (.22**) Biographical films (.26***) Film parodies (.22**) Slapstick films (.16*) Drama films (.31***) Foreign films (.32***) Adventure films (.32***) Foreign films (.22**) Romantic dramas (.21**) Romantic films (.22**) Samurai films (.22**) Samurai films (.22**) Samurai films (.22**) Super hero films (.27***) Historical films (.26***) Television Genres Musicals (.50***) Musicals (.50***) Musicals (.50***) Horror films (.44***) Ceition (.14**) Comedy films (.44***) Comedy films (.32***) Comedy films (.32***) Comedy films (.32***) Action films (.29***) Advion films (.29***) Dark comedfy (.26***) Biographical films (.22**) Biographical films (.33***) Film parodies (.46***) Slapstick films (.38***) Chick flicks (.36***) Slapstick films (.32***) Fantasy films (.32***) Fantasy films (.32***) Fantasy films (.32***) Fantasy films (.35***) Fantasy films (.35***) Fantasy films (.35***) Fantasy films (.35***) Fantasy films (.44***) Foreign films (.28**) Fantasy films (.35***) Fantasy films (.44***) Foreign films (.28**) Fantasy films (.44***) Foreign films (.28**) Fantasy films (.35***) Fantasy films (.35*** | Audience role, as processor of messages | Sender role, as creator of messages | Consumer role, of using new, online technologies for consumer needs |
|--|---|--|---|
| Westerns (.24***) | Film Genres | | |
| Horror films (.38***) Science fiction (.14*) Science fiction (.14*) Detective films (.35***) Detective films (.32***) Comedy films (.35***) Documentary films (.22**) Action films (.21**) Documentary films (.22**) Animated films (.21**) Animated films (.21**) Mystery/suspense (.34***) Animated films (.21**) Mystery/suspense (.34***) Dark comedy (.22**) Biographical films (.26***) Film parodies (.46***) Slapstick films (.16*) Slapstick films (.31**) Porama films (.31**) Porama films (.32***) Foreign films (.44***) Foreign films (.21**) Adventure films (.44***) Foreign films (.22**) Samurai films (.22**) Samurai films (.28***) Foreign films (.28***) Foreign films (.28***) Samurai films (.28***) Sports films (.28***) Sports films (.28***) Sports films (.28***) Sports films (.26***) Super hero films (.33***) War films (.32***) War films (.27***) War films (.32***) War | ` / | ` ′ | Musicals (.21**) |
| Detective films (30***) | ` / | No. of the second secon | |
| Detective films (30***) Comedy films (.32***) Comedy films (.33***) Film noir (.37***) Documentary films (.22**) Action films (.33***) Animated films (.21**) Animated films (.21**) Animated films (.21**) Mystery/suspense (.34***) Dark comedy (.22**) Biographical films (.26***) Film parodies (.22**) Biographical films (.26***) Film parodies (.46***) Slasher films (.38***) Film parodies (.46***) Slasher films (.38***) Mockumentaries (.38***) Mockumentaries (.38***) Mockumentaries (.38***) Mockumentaries (.38***) Fantasy films (.31***) Fantasy films (.32***) Fantasy films (.32***) Fantasy films (.32***) Fantasy films (.32***) Foreign films (.17*) Parma films (.32***) Foreign films (.28**) Foreign films (.35***) Foreign films (.35*** | Horror films (.38***) | | 3 |
| Comedy films (.35***) | | | |
| Documentary films (.22**) | | ` ' | ` ' |
| (.22**) (.22**) Action films (.33***) Action films (.29***) Action films (.23***) Animated films (.21**) Animated films (.30***) Mystery/suspense (.26***) Mystery/suspense (.18*) (.34***) (.26***) Dark comedy (.22**) Biographical films Mystery/suspense (.18*) (.26***) Dark comedfy (.26***) Biographical films (.32***) (.26***) Biographical films (.32***) (.26***) Film parodies (.46***) Slasher films (.38***) Film parodies (.22**) Slasher films (.38***) Slasher films (.32***) Slapstick films (.31***) Drama films (.32***) Chick flicks (.36***) Slapstick films (.31***) Pantasy films (.32***) Pantasy films (.28***) Foreign films (.17*) Pantasy films (.32***) Pantasy films (.32***) Foreign films (.17*) Romantic dramas (.46***) Romantic dramas (.46***) Romantic comedies (.18*) Cangster films (.49***) Samurai films (.21**) Samurai films (.22**) Samurai films (.44***) Samurai films (.10*) Samurai films (.22**) Samurai films (.46***) Samurai films (.10*) Sports films (.27***) Super hero films (| Comedy films (.35***) | ` ` ` / | Comedy films (.24***) |
| (.22**) (.22**) Action films (.33***) Action films (.29***) Action films (.23***) Animated films (.21**) Animated films (.30***) Mystery/suspense (.26***) Mystery/suspense (.18*) (.34***) (.26***) Dark comedfy (.26***) Biographical films (.26***) (.26***) Dark comedfy (.26***) Biographical films (.32***) (.26***) Park comedfy (.26***) Biographical films (.32***) (.26***) Film parodies (.46***) Slasher films (.38***) Film parodies (.22**) Slasher films (.38***) Slasher films (.32***) Slapstick films (.31***) Drama films (.32***) Chick flicks (.36***) Slapstick films (.31***) Pantasy films (.32***) Pantasy films (.39***) Foreign films (.17*) Pantasy films (.32***) Pantasy films (.32***) Foreign films (.17*) Romantic dramas (.46***) Romantic dramas (.44***) Foreign films (.28***) Samurai films (.49***) Samurai films (.19**) Samurai films (.22**) Samurai films (.44***) Samurai films (.19**) Sports films (.28***) Sports films (.39***) Sports films (.30***) Super hero films (.27***) Historical films (.33***) Historical | Documentary films | Documentary films | Documentary films |
| Animated films (.21**) Mystery/suspense (.34***) Dark comedy (.22**) Biographical films (.26***) Film parodies (.22**) Slapstick films (.16*) Drama films (.31***) Fantasy films (.32***) Adventure films (.32***) Adventure films (.17*) Foreign films (.17*) Romantic dramas (.21**) Romantic comedies (.18*) Dark comedfy (.26***) Biographical films (.32***) Film parodies (.46***) Slasher films (.38***) Mockumentaries (.38***) Chick flicks (.36***) Slapstick films (.31***) Fantasy films (.32***) Fantasy films (.32***) Foreign films (.17*) Romantic dramas (.21**) Romantic comedies (.18*) Chick flicks (.36***) Slapstick films (.17*) Drama films (.32***) Fantasy films (.32***) Foreign films (.32***) Foreign films (.44***) Foreign films (.25**) Romantic dramas (.46***) Samurai films (.49***) Samurai films (.49***) Epic films (.28***) Sports films (.26***) Super hero films (.27***) War films (.42***) War films (.42***) War films (.42***) War films (.42***) War films (.18*) | (.22**) | (.22**) | (.22**) |
| Animated films (.21**) Mystery/suspense (.34***) Dark comedy (.22**) Biographical films (.26***) Film parodies (.22**) Slapstick films (.16*) Drama films (.31***) Fantasy films (.32***) Adventure films (.32***) Adventure films (.17*) Foreign films (.17*) Romantic dramas (.21**) Romantic comedies (.18*) Dark comedfy (.26***) Biographical films (.32***) Film parodies (.46***) Slasher films (.38***) Mockumentaries (.38***) Chick flicks (.36***) Slapstick films (.31***) Fantasy films (.32***) Fantasy films (.32***) Foreign films (.17*) Romantic dramas (.21**) Romantic comedies (.18*) Chick flicks (.36***) Slapstick films (.17*) Drama films (.32***) Fantasy films (.32***) Foreign films (.32***) Foreign films (.44***) Foreign films (.25**) Romantic dramas (.46***) Samurai films (.49***) Samurai films (.49***) Epic films (.28***) Sports films (.26***) Super hero films (.27***) War films (.42***) War films (.42***) War films (.42***) War films (.42***) War films (.18*) | Action films (.33***) | Action films (.29***) | Action films (.23***) |
| Mystery/suspense Mystery/suspense Mystery/suspense Mystery/suspense (.18*) (.34***) Dark comedfy (.26***) Biographical films (.32***) Biographical films (.32***) (.26***) Film parodies (.22**) Film parodies (.46***) Slasher films (.38***) Film parodies (.18*) Film parodies (.22**) Film parodies (.46***) Slasher films (.22**) Mockumentaries (.38***) Slapstick films (.16*) Chick flicks (.36***) Slapstick films (.32***) Drama films (.32***) Chick flicks (.16*) Fantasy films (.31***) Prama films (.32***) Prantasy films (.32***) Drama films (.28***) Prantasy films (.24***) Adventure films (.24***) Foreign films (.17*) Romantic dramas (.32***) Foreign films (.35***) Romantic dramas (.46***) Romantic comedies (.18*) Romantic dramas (.46***) Romantic dramas (.28***) Samurai films (.22**) Samurai films (.49***) Samurai films (.16*) Samurai films (.22**) Samurai films (.35***) Sports films (.30***) Historical films (.26***) Super hero films (.32***) Historical films (.27***) Super hero films (.27***) | ` / | ` , | , |
| (.34***) Dark comedy (.22**) Dark comedy (.22**) Biographical films (.26***) Film parodies (.22**) Film parodies (.22**) Film parodies (.22**) Film parodies (.34***) Film parodies (.22**) Film parodies (.38***) Mockumentaries (.38***) Chick flicks (.36***) Slapstick films (.31***) Fantasy films (.32***) Foreign films (.17*) Romantic dramas (.21**) Romantic comedies (.18*) Gangster films (.28***) Samurai films (.22**) Epic films (.28***) Sports films (.28***) Sports films (.26***) Super hero films (.27***) War films (.27***) War films (.27***) War films (.27***) Dark comedy (.18**) Biographical films (.32***) Film parodies (.18*) Slasher films (.32***) Film parodies (.18*) Slasher films (.38***) Mockumentaries (.20**) Slapstick films (.39***) Fantasy films (.32***) Fantasy films (.32***) Fantasy films (.32***) Foreign films (.32***) Foreign films (.32***) Foreign films (.44***) Foreign films (.44***) Gangster films (.46***) Samurai films (.46***) Epic films (.39***) Historical films (.30***) Film parodies (.18*) Slasher films (.22**) Mockumentaries (.20**) Chick flicks (.16*) Slapstick films (.32***) Fantasy films (.32***) Fantasy films (.32***) Foreign films (.32***) Foreign films (.35***) Romantic dramas (.46***) Romantic comedies (.44***) Gangster films (.46***) Epic films (.32***) Sports films (.39***) Historical films (.30***) Historical films (.27***) War films (.27***) War films (.27***) | Mystery/suspense | ` , | Mystery/suspense (.18*) |
| Dark comedy (.22**) Dark comedfy (.26***) Biographical films (.32***) Biographical films (.32***) Biographical films (.32***) Biographical films (.32***) Film parodies (.46***) Film parodies (.18*) Film parodies (.18*) Film parodies (.18*) Slasher films (.22**) Mockumentaries (.38***) Chick flicks (.16*) Slasher films (.22**) Mockumentaries (.20**) Chick flicks (.16*) Slapstick films (.17*) Drama films (.32***) Drama films (.32***) Drama films (.28***) Pantasy films (.32***) Fantasy films (.24***) Fantasy films (.24***) Adventure films (.27***) Adventure films (.27***) Adventure films (.27***) Romantic dramas (.46***) Romantic dramas (.46***) Romantic dramas (.19**) Romantic dramas (.19**) Samurai films (.16*) Samurai films (.31***) Sports films (.31***) Sports films (.30***) Historical films (.32***) Historical films (.32***) Historical films (.32***) Historical films (.27***) War films (.18*) | (.34***) | • • • | |
| (.26***) (.43***) Film parodies (.46**) Slasher films (.38**) Film parodies (.22**) Mockumentaries (.38***) Mockumentaries (.20**) Mockumentaries (.38***) Chick flicks (.16*) Chick flicks (.36***) Slapstick films (.39***) Chick flicks (.16*) Drama films (.31***) Drama films (.32***) Fantasy films (.32***) Foreign films (.17*) Foreign films (.32***) Adventure films (.24***) Foreign films (.17*) Foreign films (.32***) Adventure films (.24***) Romantic dramas (.21**) Romantic dramas (.46***) Romantic dramas (.19***) Romatic comedies (.18*) Samurai films (.28***) Gangster films (.46***) Samurai films (.22**) Samurai films (.49***) Samurai films (.16*) Samurai films (.22**) Sports films (.39***) Sports films (.31***) Sports films (.27***) Historical films (.32***) Historical films (.30***) Historical films (.27***) War films (.42***) War films (.18*) | Dark comedy (.22**) | Dark comedfy (.26***) | Biographical films |
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| Slasher films (.38***) Mockumentaries (.20**) | (.26***) | $(.43^{***})$ | Film parodies (.18*) |
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| Chick flicks (.36***) Slapstick films (.16*) Drama films (.31***) Fantasy films (.32***) Fantasy films (.32***) Foreign films (.17*) Romantic dramas (.21**) Romantic comedies (.18*) Gangster films (.28***) Samurai films (.22**) Epic films (.28***) Sports films (.27***) Historical films (.26***) Super hero films (.27***) War films (.27***) Chick flicks (.36***) Slapstick films (.39***) Drama films (.32***) Fantasy films (.24***) Adventure films (.27***) Foreign films (.32***) Romantic dramas (.46***) Romantic dramas (.19**) Gangster films (.49***) Samurai films (.46***) Samurai films (.46***) Epic films (.35***) Sports films (.39***) Historical films (.30***) Historical films (.32***) War films (.42***) War films (.42***) War films (.17*) Drama films (.28***) Fantasy films (.24***) Fantasy fil | | Slasher films (.38***) | Mockumentaries (.20**) |
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| Samurai films (.22**) Samurai films (.46***) Samurai films (.19**) Epic films (.28***) Epic films (.35***) Epic films (.31***) Sports films (.27***) Sports films (.39***) Sports films (.30***) Historical films (.26***) Historical films (.32***) Historical films (.27***) Super hero films (.27***) War films (.42***) War films (.18*) | | , | |
| Epic films (.28***) Sports films (.27***) Historical films (.26***) Super hero films (.27***) War films (.27***) War films (.27***) Epic films (.31***) Sports films (.30***) Historical films (.32***) Super hero films (.33***) War films (.42***) War films (.18*) | | | |
| Sports films (.27***) Sports films (.39***) Sports films (.30***) Historical films (.26***) Historical films (.32***) Historical films (.27***) Super hero films (.27***) Super hero films (.33***) War films (.18*) War films (.27***) War films (.27***) | | | * * |
| Historical films (.26***) Super hero films (.27***) War films (.27***) War films (.27***) War films (.27***) War films (.27***) Historical films (.27***) War films (.32***) War films (.32***) War films (.18*) | = : | | |
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| (.27***) War films (.42***) War films (.18*) | | | Historical films (.27***) |
| War films (.27***) | - | | *** *** |
| | | War films (.42***) | War films (.18*) |
| 1 CIC VISION CENTES | · · | | |
| Situation comedies Situation comedies Situation comedies | | Situation comedies | Situation comedies |
| (.19**) $(.29***)$ $(.17*)$ | | | |

TV dramas (.27***) Soap operas (.18*) TV detective/crime shows (.37***) News magazine shows (.17*)Music or talent competitions (.28***) TV reality shows (.29***)Late night talk shows (.25***)Childrens' programs (.26***)Animal/nature documentaries (30***)Supernatural/SciFi shows (.23***)

TV dramas (.33***) Soap operas (.47***) TV detective/crime shows (.42***)News magazine shows (.43***)Music or talent competitions (.57***) TV reality shows (.51***) Late night talk shows (.47***)Childrens' programs (.38***)Animal/nature documentaries (.36***) Supernatural/SciFi shows (.26***)

Soap operas (.22**)
TV detective/crime
shows (.32***)

Music or talent
competitions
(.26***)
TV reality shows
(.23***)
Late night talk shows
(.18*)
Childrens' programs
(.23***)
Animal/nature
documentaries
(.19**)

TV dramas (.28***)