

Title- "Seeing Ourselves on Screen"
An exploration of national identity through Australian film

(Conclusion)

"So long, farewell Auf Wiedersehen, goodbye"

Australians are far more likely to pay to see an American film at the cinema than an Australian film. There is a general perception that the American films will offer better value for money entertainment. Some Australian films however do break out and become box office successes in this country. Analysis of the Top 10 Australian films revealed that the most successful Australian films all contain aspects of typical Australian identity.

My research provided me with strong evidence to support my hypothesis. Statistical Analysis of box office figures, Interviews with industry professionals and analysis of my Questionnaire confirm that Australian audiences are more likely to choose an American film when going to the cinema. My three methodologies along with content analysis of the Top Australian films confirmed my theory that successful Australian films all contain elements of the stereotypical Australian identity. Research of secondary sources such as essays, books, newspapers and radio, along with data received from my primary sources of Interview and Questionnaire supported my hypothesis that the key elements of national identity were mateship, the underdog, the Aussie sense of humour and Australia's unique landscape.

I believe that my research tools were effective for this topic. Statistical Analysis was an essential tool in using quantitative data to support my hypothesis. Interview of industry professionals allowed me to gain expert opinion in my area of research. These interviews gave me further insight into the workings of the Australian film industry and audience

patterns. Comments from the interviewees also assisted me in refining my area of research. Each interviewee made reference to success of the French film industry in France and this led me to focus on this topic for my cross-cultural research. Initially I had planned to use the American film industry and national identity as the area of my cross-cultural study.

The online Questionnaire provided me with valuable data from respondents not associated with the film industry. If I were to undertake this research again I would undertake some focus group discussions amongst members of the public not related to the film industry. The Questionnaire was very useful but gave respondents limited opportunity to justify the reasons for their answers. A focus group discussion would allow me, as the researcher, to listen to in-depth reasoning and thoughts regarding Australian films and what drives people to see them.

I believe this research project has greatly enhanced my social literacy. My research allowed me to richly engaged with the topic of national identity. I found that Australia's national identity is an area of continuing debate amongst both the media and politicians. For many it is an emotional debate linked to Australian values and beliefs. After all my study and exploration I concluded that the stereotypical images of our national identity are a myth intricately linked to our past and the way we like to see ourselves. Despite the fact that many of the iconic images of Australian identity do not reflect today's society the images endure as they reflect a spirit which is valued by the public. In conducting this PIP my skills as a researcher were greatly enhanced. I acknowledge the importance of supporting my arguments with evidence and established a critical approach to analysing the validity and reliability of secondary sources.