

## **Edinburgh Film Guild Conference on the Cinema Audience**

The world's longest-running film society, the **Edinburgh Film Guild**, celebrates its 75<sup>th</sup> anniversary season in 2004-2005. To coincide with this historic milestone, the Guild is hosting a conference from 3<sup>rd</sup> to 5<sup>th</sup> March 2005, entitled "**Not Gazing, but watching: the enigma of the film audience**".

The continuing existence of funded, cultural cinema and film societies demonstrates that cinema-going retains an active social function, but there has been little research on what this function might be. The conference aims to explore this question across a wide range of cinematic settings, with academics and others working in the field of cultural cinema,. It will focus on thoughtful empirical research about what audiences themselves think about film viewing and cinema-going, and presenters will challenge the concept of 'the audience' as passive consumers. Some of this research challenges the role of existing film theory in explaining the appeal of cinema, suggesting that sociological as well as psychological factors are involved.

The keynote speaker will be Shane Danielsen, Artistic Director of the Edinburgh Film Festival. Papers will address a wide range of audience research topics. These include: genre audiences; the EU & audience research; subcultural practice online; cinema as embodied practice; audience responses to films such as *The Passion of the Christ* and *Being John Malkovich*; festival Audiences; and city spaces for cinema.

Additional events planned for the conference include documentary screenings, an exhibition of stills from the EFG and a ceilidh.

The conference is supported by Filmhouse, Edinburgh and the Universities of Glasgow and Stirling.

For further information on this press release, please contact the organisers:

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Additional information and registration details can be found at  
<http://www.edinburghfilmguild.com>