Analysis of the Factors that Make People Love *Get Out* and *1917*: Why the Two Films with Such Different Production Budget Can Gain Such Similar Popularity

Lihong Tang

Fuzhou No.8 High School, Fuzhou, Fujian, China, 350007
lihong.tang@fz.lyndoninstitute.org.cn

ABSTRACT

In the current film industry, high-quality films emerge one after another. High cost seems to be a keyword for movies to become popular. Those Hollywood blockbusters usually have exciting special effects, interesting plots and famous actors. Under this condition, the author of this paper studies the factor that a film is highly praised by the majority of the audience in addition to the cost. The author investigated the evaluation of two mainstream film and television scoring websites IMDB and rotten tomato on the films 1917 and get out and the financial status of these two excellent films. Through the investigation, the author found that to make an excellent film, it needs an attractive and meaningful storyline and a rhythm that makes the audience feel great.

Keywords: Film, 1917, GetOut, Budget, Boxoffice

1. INTRODUCTION

In today's film industry, high-quality commercial films emerge one after another. These films are deeply loved by the audience and have won many awards, such as Oscars. At the same time, they have also brought high box office. When watching films, the author noticed that these films have different production costs. Some high-budget films have obtained higher box office, while some low-budget films have obtained box office similar to or higher than these high-budget films, and they have scores similar to 8.0/10.0 or 86% / 100% on the film scoring website IMDB and Rotten Tomato. The research theme of this paper is the reason why films with different production budgets obtain similar audience recognition and box office. The research method used in this paper is to compare the production budget structure, plot, and film review of the films Get Out and 1917. The purpose of this paper is to find out the reason why these films are popular and put forward suggestions for filmmakers.

2. BASIC INTRODUCTION OF *GET OUT* AND *1917*

2.1. Get Out

The storyline of Get Out is since Chris and his girlfriend Rose, have arrived at the meet-the-guardians achievement of dating, she welcomes him for an end-of-the-week escape with Missy and Dean. From the get-go, Chris peruses the family's excessively obliging conduct as apprehensive endeavors to manage their little girl's interracial relationship, yet as the end of the week advances, a progression of progressively upsetting disclosures leads him to a reality that he would never have thought[1].

The film was released in February 2017, directed by Jordan Peele, and gained the box office of 176.0 million dollars. The production budget was only 5 million dollars. The box office is nearly 35 times its budget. The score of Get Out on the website Rotten Tomatoes is 86% out of 100% and gained 7.7 out of 10 on IMDb with a score of more than 25,000 audiences. Also, the film gets the Oscar Award for Best Original Screenplay in 2018.
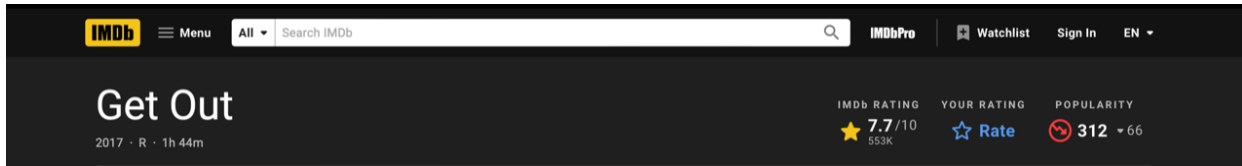
Figure 1 The Score of film Get Out on IMDb [2]

Figure 2 The Score of Get Out on the Rotten Tomatoes[3]

Figure 3 The information of the film Get Out on the Rotten Tomatoes[4]

2.2. 1917

The storyline of 1917 is during World War I, two British troopers - Lance Cpl. Schofield and Lance Cpl. Blake - gets apparently incomprehensible orders. In a test of skill and endurance, they should get over into a hostile area to convey a message that might actually save 1,600 of their kindred companions - including Blake's own sibling[5].

The film was released in January 2020, directed by Sam Mendes, which gained a box office of 159.2 million dollars, and the production budget was 95 million dollars. The score of 1917 on the website Rotten Tomatoes is 88% out of 100% and gained 8.3 out of 10 on IMDb within the score of more than 25,000 audiences. Also, the film gets the Oscar Awards for Best Achievement in Cinematography, Best Achievement in Visual Effects, and Best Achievement in Sound Mixing in 2020.

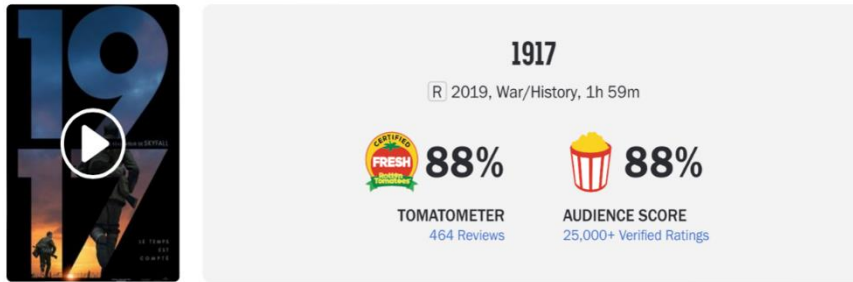**Figure 4** The Score of the film 1917 on IMDb[6]

Figure 5 The Score of 1917 on the Rotten Tomatoes[7]

Figure 6 The information of the film Get Out on the Rotten Tomatoes[8]

As people can see, these two films gained similar scores, box offices and even both won the Oscar Award. However, the production budget of 1917 is far higher than the film Get Out.

3. A COMPREHENSIVE ANALYSIS OF THE FEATURES OF *GET OUT* AND *1917*

The themes of these two films are very attractive to the audience. Moreover, after watching these two films, the audience will be very impressed with them and begin to think about what people want to bring behind the two films. The themes of these two films have one obvious thing in common, which is to oppose some bad things in the world. The core of the story of getting out is to oppose racism, reveal the position and painful experience of blacks in American history, and even the audience can further understand it as opposing the trade of population and organs. The core of the story of 1917 is against war. The director showed the cruelest side of World War I to the audience in the film, well expressed the horror of war and the absurdity of World War I, and told people that it was a meaningless war.

3.1 Get Out

3.1.1. Clever Use of Horror Elements

In terms of genre, Get Out is a horror film. Its title easily makes the audience think it is a very traditional horror film. However, Get Out does not have the usual pornographic elements of low-cost horror films, nor the exciting scene of plasma splashing. However, it successfully sets off the horror atmosphere of the film through the rendering of various situations such as the soundtrack, lines, and shooting angle. Moreover, the integration of comedy elements also makes the film break away from the routine of ordinary horror films, which looks like a clean stream. After watching this film, the audience will find that its horror and its performance effect have far exceeded the traditional horror films for fear. The horror of Get Out is achieved by using people's cognition of society, history, and stereotypes of a certain group of people. This is a kind of conscious terror as if it brought people back to the era when blacks were enslaved and racism was rampant.

3.1.2. Themes and Social Issues Are Closely Integrated

Although the horror element of the film does not go beyond the usual scope of horror films - the human experiments of family criminal gangs "hunting" victims and crazy scientists, it introduces a new perspective, combines the topic of racial discrimination with the film, and makes a pungent satire on the current situation of the United States while advocating political correctness and avoiding the potential issue of racial discrimination, It brings the film rare social thinking and depth in horror films. As Time magazine commented, "Director Peele

has done something that more experienced directors can't do - in a relaxed entertainment, he has integrated social and cultural thinking into the film, and organically combined all the components so that you can think while laughing and laugh while thinking[9]."

Although the United States has developed to today, slavery has become a long history. Not only the social status of blacks has been greatly improved, but also black presidents. In terms of films, the theme of anti-discrimination and the composition of casting reflecting "ethnic diversity" have also become a conventional "political correctness". However, racial discrimination still exists in a more covert and dirty form - racial discrimination in the name of "fraternity", "tolerance" and even "jealousy".

3.2. 1917

3.2.1. Immersive Long-Shot Scene

The film 1917 makes people feel what a director who has reached a perfect state of art and technology is like. The story of the film itself is very simple: in the spring of 1917, on the French battlefield of World War I. The two soldiers were selected to deliver an important message that could save the lives of 1600 British soldiers, including one of the soldiers' brothers. The problem is that this task seems impossible: there are only two enemy fronts, trenches, and scorched earth ahead, and they have less than 24 hours.

Under this setting, people have seen the biographies of saints like Hacksaw Ridge, the test of human nature like Saving Private Ryan, or most war films are bombarded with shells and ambitions like that. But the film was made into a long shot of an immersive war experience. Imagine people in a big escape game. In front of people are all kinds of checkpoints, enemies, and traps. There is only one chance and they cannot start again. The only advantage is that they have two lives (two soldiers), but the game ends when they die. During the two hours of the film, the camera revolved around the two protagonists. Their every move, their breath, fear, and hope were included in the scene. The audience becomes them, their fear becomes the fear of the audience, their despair becomes the despair of the audience, and their bravery becomes the bravery of the audience.

3.2.2. Aesthetic Settings for the Scene

The story of sending information sounds so simple, but it doesn't make people have a minute of boring plot, because, under the overall tense rhythm, the director also arranged a relaxed environment and scene-setting. From the front line to the end of the front line, the journey of the two soldiers can be divided into four scenes. First, the enemy trenches. Second, the backyard of the farm. Third, shells and fireworks in the night. Finally, from waterfalls,

rivers, forests, to the final front line. The scene of the enemy's chopping milk from the front line, especially the scene of the enemy's chopping milk from the fertile soil, made people feel sad that the first cow fell from the front line and the second cow fell from the front line. This is their life! But the biggest visual shock to the author is the third act - when Schofield wakes up from a concussion coma hit by a bullet, the light rising from the ground in his eyes is reflected on the scorched earth that used to be a beautiful town, but now has become broken walls. The moving light and darkness seem to be an illusion in his mind, The huge explosion of shells and the roar of bullets, and finally, his jump on the bridge reflecting the gunfire before dawn, are almost the textbook interpretation of doomsday aesthetics. As soon as the camera turns, he falls from the waterfall and floats in the swirling pond. There are pieces of falling cherry blossoms at hand. The film goes beyond technology and reaches the height of aesthetics.

3.2.3. The Authenticity

However, it is not just technology and art. The film doesn't have a grand scene of war but is about human beings in war. From the enemy to his comrades in arms, the corpses everywhere they pass are full of the background of the whole film. Close up, a picture of a woman in a retreating enemy trench; Redemption and revenge for the enemy; In the flames, Schofield saw the hungry French women and newborn babies in the basement; All this was sublimated when he finally climbed out of the water and heard the ballads in the forest. He was originally an innocent soldier and was accidentally selected by his comrade Blake to complete this "impossible task"; From the initial complaint to the commitment out of friendship to the courage of being saved by his comrades in arms and finally deciding to move forward with a heavy load - these are the most memorable things in the war. They are the story experienced by the grandfather of director Sam Mendes and unforgettable for life, which may also be the reason why the film is loved by people.

4. THE KEY FACTORS FOR THE SUCCESS OF A FILM

Through the above two films, Get Out and 1917, people will find that movies that interest audiences will not follow the big stream. They will have some new filming techniques, narrative techniques, and stories of people winning. Their victory is not like those movies with big IP. They do not have a whole series of films, and they don't spend a lot of money on special effects and VFX technology. In these two films, almost all feelings are vividly interpreted by the actors, and the details in the film also play a very important role in paving the whole story. These full elements make the whole film very vivid and good-looking, and the problems behind the story are

deeply rooted in the hearts of the people, causing the audience to think deeply. Therefore, the author believes that the so-called good film needs to be innovative, not follow the trend, carefully depict every character and scene, and show the characteristics of a character and an event in detail. Of course, the most important thing is the story. The story determines the quality of a film. Firstly, the story itself should be attractive enough. Secondly, the truth behind the story and the problems people want to express the need to be considered carefully, to have an extremely profound impact on the audience and receive love, rather than blindly pursuing some form of the so-called "political correctness".

5. CONCLUSION

After studying two high-quality films "1917" and "get out", the author comes to the conclusion that a film loved by the audience, regardless of the box office, needs to have an excellent story with connotation, beautiful picture, attractive plot and appropriate narrative structure. The author believes that this paper has certain limitations, which can investigate more films, compare more information, and add some film critics' comments on films. Future research can further explore the role of a specific matter in making movies popular.

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